DOCUMENT RESUME

ED 303 656 CE 051 929

TITLE	Virginia DECA Handbook for Advisors.
INSTITUTION	Henrico County Public Schools, Glen Allen, VA. Virginia Vocational Curriculum Center.
SPONS AGENCY	Virginia State Dept. of Education, Richmond. Div. of Vocational and Adult Education.
PUB DATE	87
NOTE	169p.; For a related document, see CE 051 928.
AVAILABLE FROM	Virginia Vocational Curriculum and Resource Center, 2200 Mountain Road, Glen Allen, VA 23060 ($9.72).
PUB TYPE	Guides - Non-Classroom Use (055)
EDRS PRICE	MF01 Plus Postage. PC Not Available from EDRS.
DESCRIPTORS	Business Education; Competence; Competency Based Education; Curriculum; *Distributive Education; Educational Resources; Extracurricular Activities; Job Skills; Leadership Training; Learning Activities; Marketing; Program Descriptions; *Program Development; *Program Implementation; Secondary Education; State Curriculum Guides; State Programs; *Student Organizations; Student Projects; *Teacher Role; Vocational Education
IDENTIFIERS	*Distributive Education Clubs of America; *Virginia

ABSTRACT

This handbook provides overall guidelines for the secondary division of the Virginia Association of the Distribtive Education Clubs of America (VA DECA). The handbook was written to clarify and promote the educational value of DECA activities; to outline procedures and provide material for local chapter improvement and development; to provide for individual member growth and development; and to help chapters function best in their role of supplementing marketing education instruction. The guide is organized in five sections that provide information on the following topics: (1) national DECA; (2) Virginia DECA; (3) organization of local chapters; (4) management and operation of local chapters; and (5) leadership development. Extensive appendixes contain DECA publicity guidelines; ideas for DECA employer-employee social functions; the DECA district leadership conference training handbook; the DECA state leadership conference training handbook; and a DECA yearly calendar of events. (KC)

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VIRGINIA DECA HANDBOOK FOR ADVISORS

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VIRGINIA DECA HANDBOOK FOR ADVISORS

Produced by

Virginia Vocational Curriculum and Resource Center
Department of Adult and Community Education
Henrico County Public Schools
Glen Allen, Virginia 23060

in cooperation with

Marketing Education Service
Division of Vocational Programs Services
Virginia Department of Education
Richmond, Virginia 23216

1986

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FOREWORD

This DECA handbook has been prepared for and is dedicated to the members of the Virginia Association of DECA. All materials contained herein are included with the following purposes in mind:

- * To clarify and promote the educational value of DECA activities
- * To outline procedures and provide material for local chapter improvement and development
- * To provide for individual member growth and development
- * To help chapters function best in their role of supplementing Marketing Education instruction.

Materials in this handbook are not intended to be all inclusive. Two state-level publications, The Competitive Events Manual and The DECA Officer Guide, supplement this handbook and provide specific information in these specialized areas. An annual supplement containing a yearly calendar of events and current policies is published each fall for the school year. The National DECA Handbook provides an even broader guide of chapter operation and guidelines.

This handbook has been organized to provide overall guidelines for the secondary division of Virginia DECA.

CONTENTS

I. NATIONAL DECA 1

DECA: General Information 3
The DECA Creed 4
Tagline, Colors, Emblem 5
National DECA Development and Growth 7

II. VIRGINIA DECA 9

Virginia DECA Development and Growth 11
Virginia DECA: A Brief Profile 13
Purposes of Virginia DECA 14
Virginia DECA Organization 17
Virginia Association Constitution and Bylaws 21
High School Bylaws 25

III. ORGANIZATION OF LOCAL CHAPTER 29

Why Join DECA? 31
Need for Local Chapter 32
Characteristics of Good Member 33
Organizational Overview 34
Step-by-step Organizational Procedure 35
Organizational Checklist 37
Suggested Chapter Constitution 39

IV. MANAGEMENT AND OPERATION OF LOCAL CHAPTER 43

Duties of the Chapter Advisor 45
Duties of the Chapter Officers 46
Individual Guidelines for Chapter Officers 49
Suggested Order of Business for Chapter Meetings 52
Local Chapter Ceremonies .... (Officer Installation, Member Initiation, Emblem Ceremony) 53
Guidelines for Chapter Activities 63
Chapter Budget 66
Financing Chapter Activities 68
DECA Chapter Financial Summary Sheet 70
Public Relations and Publicity 71
Parliamentary Procedure 78

V. LEADERSHIP DEVELOPMENT 83

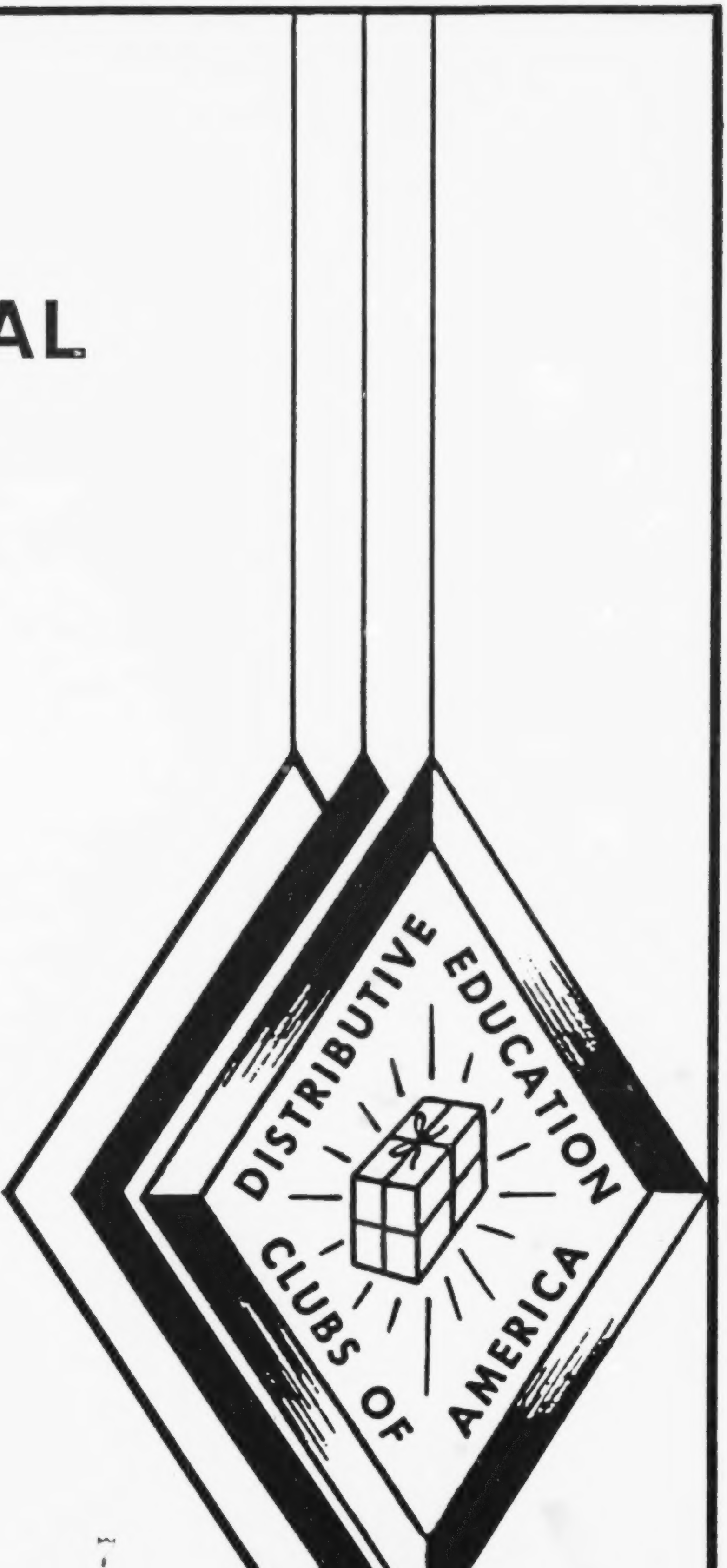
Opportunities for Leadership 85
National Career Development Conference 94
DECA Awards, Certificates, and Scholarships 96

VI. APPENDICES 101

Index to Appendices 103

I.

NATIONAL DECA


DISTRIBUTIVE EDUCATION
CLUBS OF AMERICA

DECA: GENERAL INFORMATION

- DECA is the ONLY student organization operating through the public schools of the nation to attract young people to careers in marketing.
- DECA encourages FREE ENTERPRISE and ECONOMIC AWARENESS through individual instruction: CREATIVE MARKETING projects, FREE ENTERPRISE projects, DIAMOND projects, EXPOSURE to successful business leaders, and PRACTICAL EXPERIENCE in business establishments.
- DECA encourages CIVIC RESPONSIBILITY through professional conferences, chapter activities, school improvement projects, and support of community activities.
- DECA maintains a series of DISTRICT, STATE, and NATIONAL COMPETITIVE EVENTS -- all designed to stimulate and motivate classroom interest, career encouragement, and vocational competence.
- DECA believes in COMPETITION, and offers AWARDS and RECOGNITION to student members for outstanding accomplishments.
- DECA pays its own way. Its national headquarters and staff are maintained entirely by student fees and other internal income.
- Virginia DECA funds are used directly for student benefit through the following activities:

AWARDS AND RECOGNITION

LEADERSHIP CONFERENCES

PROGRAM DEVELOPMENT

PUBLIC INFORMATION

LEADERSHIP TRAINING

SCHOLARSHIP LOANS

Support of DECA will help in DEVELOPING FUTURE LEADERS FOR MARKETING AND MANAGEMENT.

THE DECA CREED

I believe in the future which I am planning for myself in the field of marketing and distribution, and the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country, and God--that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation--that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to those high principles, I will be of greater service both to myself and to mankind.*

*This is the official phrasing of the Distributive Education Clubs of America.

TAGLINE . . . .

COLORS . . . .

EMBLEM . . . .

DECA TAGLINE: Developing Future Leaders for Marketing and Management

DECA COLORS: Blue and Gold

Blue is the color which suggests sincerity of purpose. It is the color of the heavens above us. It encourages us to reach ever upward, continually trying to improve ourselves and our services.

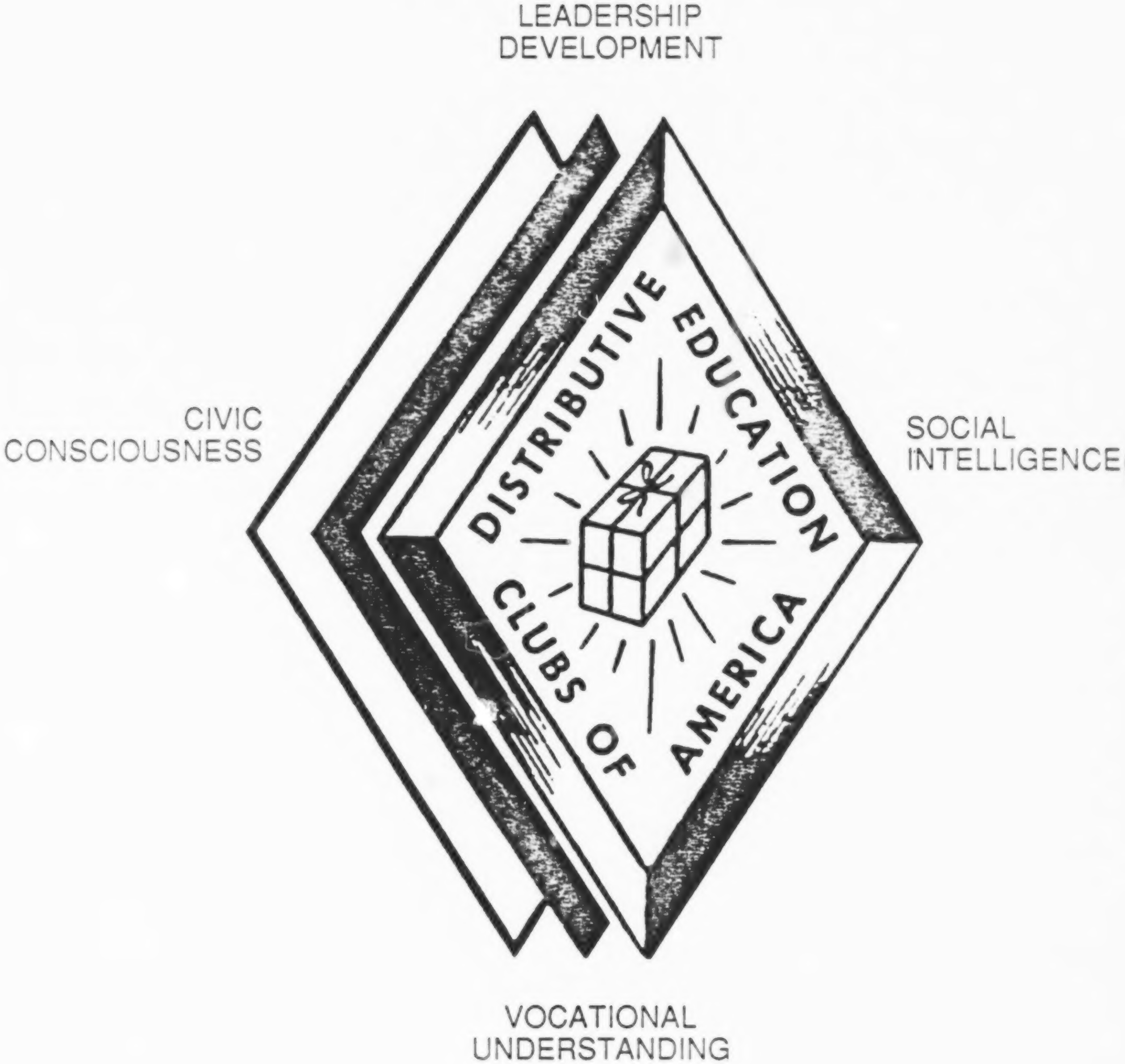
Gold to us suggests the crowning success which comes to one who lives usefully and wisely. We are all seekers after success, not only because of the wealth it brings, but mainly because of the satisfaction which attends it. It is a good thing for a person to know he or she has done well.

DECA EMBLEM: The DECA emblem is diamond-shaped. It is attractive, significant, and meaningful. The words "Distributive Education Clubs of America" surround the wrapped package, symbolic of a job well done and of the cooperation of school, parent, student, and business in preparing for a well rounded education basic to success in a career in marketing and management. The four points of the DECA emblem symbolize:

Vocational Understanding	Marketing Education students acquire knowledge and skills of merchandising, salesmanship, and the opportunities available in their chosen careers, which make them well prepared to take their place in the business world.
Civic Consciousness	Through both class and chapter work, Marketing Education students learn to recognize their obligations to the community in which they live.
Social Intelligence	Through social events held during the year, DECA members are given an opportunity to develop poise and to gain a knowledge of the social graces necessary in our society.
Leadership Development	Through DECA activities, Marketing Education students are given opportunities to participate in many activities designed to teach them to be both leaders and followers.

Diamond in design and gold in appearance, the DECA emblem symbolizes those intrinsic values one must possess to become a leader in marketing and management.

DECA EMBLEM


LEADERSHIP DEVELOPMENT
CIVIC CONSCIOUSNESS
SOCIAL INTELLIGENCE
VOCATIONAL UNDERSTANDING
DISTRIBUTIVE EDUCATION
CLUBS OF AMERICA

NATIONAL DECA DEVELOPMENT AND GROWTH

Nationally, DECA chapters are found in all fifty states, Puerto Rico, the District of Columbia, Guam, the Virgin Islands, and Canada, with a total membership exceeding 165,000 members. DECA is recognized by the United States Department of Education as being a integral part of the total Marketing Education (ME) program. All members have common objectives and interests in that each is studying for a career in marketing or is professionally involved in "Developing Future Leaders for Marketing and Management."

DECA developed as a "grass roots" organization. It has grown through the years as a result of local chapters established to meet student needs. Between 1937 and 1942, when high school cooperative programs in Distributive Education (DE) were being established, class members organized local clubs. Many of these students worked at training stations in the afternoon and missed regular school activities. The common interests of these students, their need for social and professional growth, and the need to "belong" provided the framework for initial organization.

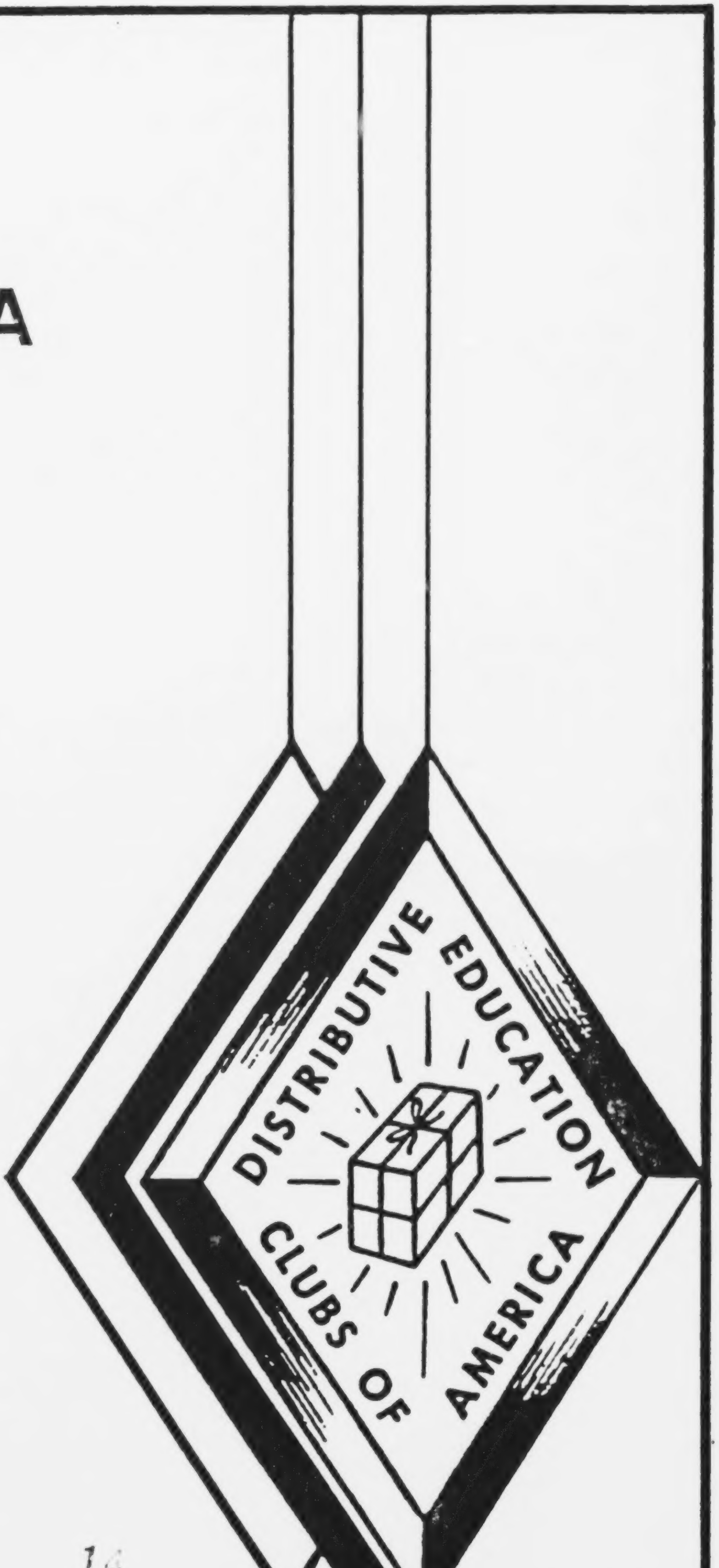
Between 1941 and 1944, a few states held statewide meetings of Distributive Education Clubs; by 1945, several states had organized state clubs and were holding state conferences. Virginia was one such state. The idea of a national organization soon began to take form. In 1946, the United States Office of Education invited a representative committee of state supervisors of DE to a national meeting in Washington to lay the groundwork for such an organization. Miss Louise Bernard, founder of DE in Virginia, was one of these representatives. From this meeting developed a tentative constitution and organizational chart for a National DE Club.

The first Interstate Conference of Distributive Education Clubs was held in Memphis, Tennessee, in April, 1947. Virginia and eleven other states unanimously adopted a resolution to form a national organization. Officers were elected, and a committee was appointed to prepare a charter and constitution for consideration at the following year's conference.

The second National Leadership Conference, held in St. Louis, Missouri, in 1948, saw the adoption of a constitution, the official name "The Distributive Education Clubs of America," and the acceptance of 17 charter states: Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington. Virginia has been represented by delegations to every National Leadership Conference since accepting its charter in 1948.

Since 1943, Virginia DECA has maintained a leadership role in "Developing Future Leaders for Marketing and Management." Records of the national organization identify again and again pioneering and continuing efforts of Virginia's student and adult leaders in the organization's operation. Virginia has been fortunate indeed to enjoy the vision and leadership ability of these individuals.

II.
VIRGINIA DECA


DISTRIBUTIVE EDUCATION
CLUBS OF AMERICA

VIRGINIA DECA DEVELOPMENT AND GROWTH

Virginia DECA was organized in 1943, five years before National DECA became operational. Earliest records show that in 1944-45, Virginia had 21 chapters with 401 members. In 1985-86, chapters numbered 204 with 14,996 members. One cannot speak of development without considering membership growth. Based on a philosophy of service to individual members, the modification of the Virginia DECA program of work has been a constant one. Membership growth has been a primary factor in the original structure and in the restructuring of the association. Cooperative Education as a method of developing occupational competencies was paramount until the passage of the Vocational Act of 1963. The growth of the Distributive Education program and subsequent enrollments were restricted to the local community's ability to support part-time employment of students. The 1963 Act negated this barrier to expansion by legalizing project-plan preparatory instruction. The results of this instructional expansion increased membership in the DECA organization.

As a result of the mushrooming growth, District Advisors were appointed for the first time in 1964 to provide adult leadership to local chapter officers and advisors. In the following year, 1965, the Junior Board of Directors, student leaders (now called District Vice-Presidents) were elected to provide additional assistance to local chapters and officers. That same year, the need for additional student leadership led to the addition of four Area Vice-Presidents to the Virginia State Officer Team. In 1968, an Executive Vice-President was added; in 1980, the office of Parliamentarian was replaced by that of Reporter.

The need for expanded adult leadership led to the creation of the State Policy and Planning Committee in 1967. This committee of local ME personnel, representing the high school division, serves in an advisory capacity to the Virginia DECA Board of Trustees, the official adult governing body.

Although Virginia DECA began with the secondary student, it has since expanded to include participants in teacher education programs (Collegiate). The future development of these divisions will, in all likelihood, parallel the tremendous growth of the original division. Past accomplishments provide the base of future progress. Virginia DECA can be proud of its heritage and look to the future with enthusiasm and vigor for all divisions.

VIRGINIA DECA: A BRIEF PROFILE

. . . Virginia DECA is an organization for students enrolled in secondary and teacher education Marketing Education programs. It is a co-curricular professional activity and comprises an integral part of the curriculum, providing experiences for the application of classroom knowledge.

. . . Virginia DECA is one of the 17 charter State Associations of National DECA.

. . . With a membership of over 15,000 students in over 220 high schools and colleges, Virginia is one of the largest state associations in the nation.

The Virginia Association of DECA is a student-centered organization whose program of leadership and occupational development in marketing is designed specifically for those enrolled in secondary and teacher education Marketing Education programs throughout the Commonwealth. DECA is a non-profit, non-political, and non-sectarian organization.

Virginia DECA is made up of two ME student divisions, secondary and collegiate, representing current enrollees.

DECA student members learn to serve as leaders and followers and have opportunities for local, state, and national recognition. Each local chapter serves as the "show window" for student achievement and progress in acquiring job competencies in the field of marketing and management. In many instances, the local chapter serves as the public relations arm of this specialized instructional program, Marketing Education.

PURPOSES OF VIRGINIA DECA

DECA chapters are to ME students what a civic or professional organization is to a group of businesspeople. Chapter activities are recognized as a part of the total Marketing Education educational program because of their emphasis on development of leadership ability, occupational competency, improved citizenship, and social growth of the individual. Specifically, DECA activities:

Enable students to develop a respect for education in marketing that will contribute to vocational competence

Provide a thorough program of activities relating to the opportunities in the field of marketing, thereby assisting the student in making an intelligent choice of occupation

Allow practical application of Marketing Education knowledge, skills and abilities through competition and social and professional student-centered activities

Develop progressive, competent, self-reliant, and cooperative leadership in the field of marketing

Engender an understanding of and appreciation for the responsibilities of citizenship in a free, competitive enterprise system

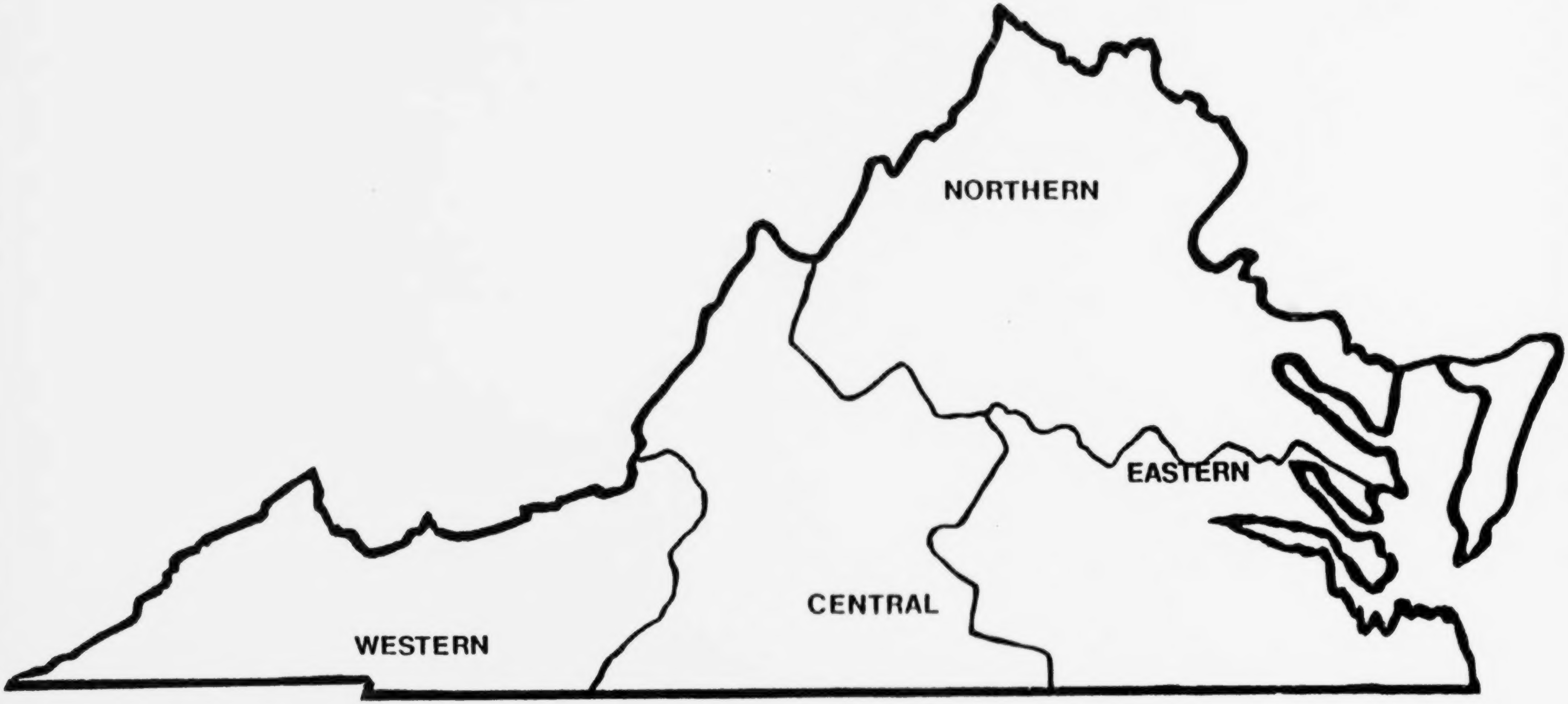
Encourage the use of high ethical standards in business

Establish a sense of responsibility--through business--to the civic, social, and moral welfare of society

Provide for each student an awareness of vocational education and what it can contribute to business through use of the training facilities it offers.

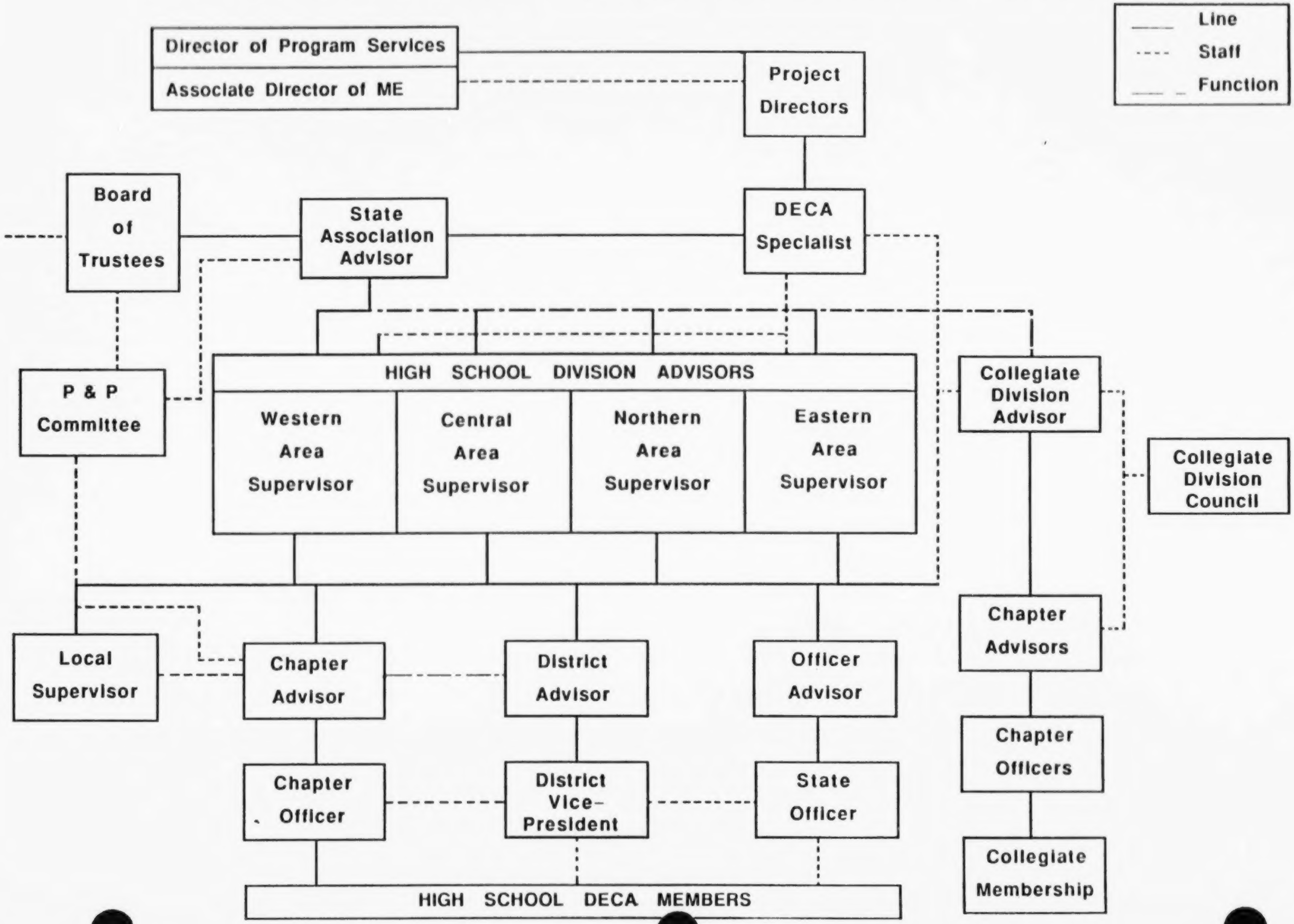
DECA seeks to achieve its purposes by creating interest in all phases of marketing and serving as an avenue of expression for individual talent at every level of instruction.

VIRGINIA DECA ADMINISTRATIVE AREAS


NORTHERN
EASTERN
CENTRAL
WESTERN

Virginia DECA is organized into these four regional areas of the Commonwealth. The complete state organization is shown by the organizational chart on the following page.

VIRGINIA DECA ORGANIZATIONAL CHART


Line
Staff
Function
Director of Program Services
Associate Director of ME
Project Directors
Board of Trustees
State Association Advisor
DECA Specialist
P & P Committee
HIGH SCHOOL DIVISION ADVISORS
Western Area Supervisor
Central Area Supervisor
Northern Area Supervisor
Eastern Area Supervisor
Collegiate Division Advisor
Collegiate Division Council
Local Supervisor
Chapter Advisor
District Advisor
Officer Advisor
Chapter Advisors
Chapter Officer
District Vice-President
State Officer
Chapter Officers
Collegiate Membership
HIGH SCHOOL DECA MEMBERS

VIRGINIA DECA ORGANIZATION

The individuals and groups listed below comprise the key elements in the statewide DECA organization:

. . . The Associate Director of Marketing Education

. . . The Virginia DECA State Association Advisor

. . . The Board of Trustees

. . . The Policy and Planning Committee.

Associate Director of Marketing Education

The Virginia Association of DECA exists first by virtue of its charter, granted by National DECA in 1947, but it also exists because of the support it receives from the Associate Director of Marketing Education. The Associate Director is ultimately responsible for all activities of the organization and its progress. The Associate Director serves as a member of the Virginia DECA Board of Trustees, the adult governing body, as do other Marketing Education personnel representing the two divisions and all state level supervisory personnel.

Virginia DECA State Association Advisor

The Associate Director of Marketing Education designates an individual to be responsible for Virginia DECA activities, and the designated person becomes the Virginia DECA State Association Advisor. The Advisor is a member of the Marketing Education Service of the Virginia Department of Education, serves as the representative of the Associate Director in all matters pertaining to DECA, and fulfills the following duties and responsibilities:

- Ensures that the student leadership is maintained by duly elected officers in accordance with the constitution
- Organizes and directs the annual leadership conferences
- Consults with the Board of Trustees in the development of significant policy and procedural innovations

- Promotes DECA and its philosophy and ideals throughout the business, industrial, governmental, and educational communities.

Virginia DECA Specialist

The DECA Specialist assists the Marketing Education Service in achieving the goals of DECA and works under the direction of the Associate Director of Marketing Education. Major responsibilities of the DECA Specialist include:

- Processes organization membership, preparing statistical and descriptive reports
- Organizes and disseminates information and materials for district, state, and national DECA
- Coordinates activities for state and national leadership conferences
- Prepares, publishes, and disseminates Keeping In Touch
- Coordinates and disseminates scholarship materials and assists in screening and selecting recipients on behalf of the Scholarship Foundation
- Serves as advisor to the state officer team and secretary to the Board of Trustees.

The Board of Trustees

The Board of Trustees acts upon the recommendations of the Policy and Planning Committee and recommends policy and direction in maintaining an effective program of youth activities. The Board serves in an advisory capacity to the State Association Advisor and performs the following roles:

- Recommends policy within the guidelines of the Virginia State Plan for Vocational Education, regulations of the State Board of Education, and other regulatory agencies
- Reviews and acts upon all recommendations of the Policy and Planning Committee and other groups or individuals with the responsibility and/or authority for Virginia DECA
- Recommends guidelines for the procurement and allocation of Virginia DECA funds
- Recommends the organizational pattern for the operation of Virginia DECA
- Evaluates the effectiveness of Virginia DECA
- Identifies and initiates research concerning Virginia DECA

- Makes recommendations concerning the role of Virginia DECA in its relationship with local, state, and national student organizations
- Suggests task forces to study concerns of Virginia DECA
- Promotes an understanding of the Virginia philosophy concerning the role of student organizations as an integral part of the instructional program in vocational education.

The Policy and Planning Committee

The Policy and Planning Committee recommends policy matters and operational procedures to the Board of Trustees and assists in planning and directing activities of DECA, with particular emphasis on leadership development, program development, conferences, competitive events, communications, and organization and administration. The Committee specifically does the following:

- Remains alert to the needs of Virginia DECA in the areas of leadership development, program development, conferences, competitive events, communications, and organization and administration
- Maintains an effective flow of communications as outlined in the DECA Communications Chart
- Studies and evaluates present policies and procedures
- Recommends changes in present policies, procedures, and standards and suggests additional policies and procedures needed
- Recommends individuals for special task force assignments in Virginia DECA
- Assists in district activities
- Assists in directing and evaluating the activities of the State Leadership Conference
- Promotes goodwill, professionalism, and public relations
- Carries out activities as directed by the Board of Trustees.

VIRGINIA ASSOCIATION
CONSTITUTION & BYLAWS

ARTICLE I--NAME

The official name of this organization shall be the VIRGINIA ASSOCIATION OF THE DISTRIBUTIVE EDUCATION CLUBS OF AMERICA and may be referred to as "VIRGINIA DECA."

ARTICLE II--PURPOSES

The purposes of this organization are:

To assist chartered chapters of Virginia DECA in their growth and development.

To complement and enrich the development of occupational competence necessary for careers in marketing and distribution.

To promote understanding and appreciation for the responsibilities of citizenship in our private, competitive enterprise system.

To provide an avenue for leadership and self development.

ARTICLE III--ORGANIZATION

Section 1. The Virginia Association of the Distributive Education Clubs of America is an organization of local Distributive Education Chapters in the State of Virginia, each acting in accordance with and by the legal authority derived from a charter granted by the state association.

Section 2. The administration of Virginia DECA will be vested in the Board of Trustees of the Virginia DECA Foundation, Inc.

Section 3. Virginia DECA will be composed of five divisions: a High School Division, Delta Epsilon Chi Division, a Collegiate Division, an Alumni Division, and a Professional Division. Each division may have an executive council of officers to be elected annually by the voting delegates of that division, and may make recommendations to the Board of Trustees with respect to the welfare of that division in the best interest of Virginia DECA.

ARTICLE IV--MEMBERSHIP

Section 1. The members of Virginia DECA shall be the chartered local chapters. Each local chapter will consist of students enrolled in a Distributive Education Program. Alumni, business, and professional persons may join through an affiliated chapter in any active division.

Section 2. The local chapter of any bonafide Distributive Education Program that has been approved and/or recognized by the Distributive Education Service of the Virginia Department of Education, may be chartered as a member of Virginia DECA upon approval of the Board of Trustees.

Section 3. Virginia DECA will recognize individual memberships only through affiliated chapters. Each division may establish membership classifications to best serve its own purposes upon approval of the Board of Trustees.

ARTICLE V--VOTING

Section 1. Chartered chapters shall exercise their voting privileges through voting delegate(s) at the annual meeting of each respective division of DECA. Appointment of the number of voting delegate(s) is described in the bylaws of each division.

ARTICLE VI--MEETINGS

Section 1. A State Leadership Conference for annual meetings of each division may be held each year with the time and place to be designated by the Board of Trustees of Virginia DECA, Inc.

Section 2. Parliamentary procedure for all meetings of DECA shall be governed by Robert's Rules of Order, Revised.

ARTICLE VII--OFFICERS

Section 1. Officers for each division of Virginia DECA shall be elected by majority vote of the voting delegates at the State Leadership Conference for that division and may consist of a President, a Secretary and/or other necessary officers of each division and will be known as the Executive Council for that division.

Section 2. Newly elected officers will assume their official duties after receiving formal officer training. Outgoing officers will continue to serve in official capacities until the close of the National DECA Conference. No individual may hold state office in more than one division of Virginia DECA at the same time.

ARTICLE VIII--MEMBERSHIP IN DECA

Section 1. Virginia DECA shall maintain membership in the Distributive Education Clubs of America as a chartered State Association.

Section 2. This association shall be represented by official delegates to the annual meeting of the Distributive Education Clubs of America in compliance with attendance criteria for that meeting.

ARTICLE IX--ADVISORS

Section 1. ADMINISTRATIVE ADVISOR: The Administrative Advisor shall be the Associate Director of the Distributive Education Service, Vocational Division, Department of Education or such other

ARTICLE IX--Advisors (continued)

person appointed by the Director of Vocational Education, Vocational Division, Department of Education, Commonwealth of Virginia.

Section 2. STATE ASSOCIATION ADVISOR: The State Association Advisor shall be the person appointed by the Associate Director of the Distributive Education Service to serve in this capacity.

Section 3. STATE ADVISORS: The State Advisors shall be the Supervisors, Distributive Education Service, Vocational Division, Department of Education, or other such persons appointed by the Associate Director of the Distributive Education Service.

Section 4. DECA SPECIALIST: The DECA Specialist shall be the person designated to fulfill the duties of Vocational Youth Organization Specialist of the Virginia Association, Distributive Education Clubs of America.

Section 5. CHAPTER ADVISORS: Each Distributive Education Coordinator in the schools which offer any phase of the Distributive Education curriculum shall serve as a chapter advisor. In institutions of higher learning, the person designated by the program leader shall serve as the chapter advisor.

Section 6. BOARD OF TRUSTEES: The Board of Trustees shall serve in an advisory capacity to the State Association Advisor. It shall also act upon recommendations of committees and recommend policy and directions in maintaining an effective program of youth activities. Advisory committees to assist DECA growth and development may be appointed as deemed necessary by the Board of Trustees.

Section 7. POLICY & PLANNING COMMITTEE: The Policy & Planning Committee may serve to recommend policy matters and operational procedures to the Board of Trustees and to assist in planning and directing the activities of DECA.

Section 8. DISTRICT ADVISOR: The District Advisor shall be a chapter advisor who is appointed annually by the appropriate supervisor, Distributive Education Service, Vocational Division, to carry out the state program of activities in that district.

ARTICLE X--FINANCES

Section 1. Local chapters will be responsible for a chapter affiliation fee for services provided by the Virginia Association to chapter advisors and to chapter members. Local chapters, through their voting delegates, will determine the amount of the chapter affiliation fees with the approval of the Board of Trustees.

Section 2. The Board of Trustees will control all Virginia DECA finances and will furnish an annual financial statement to each local chapter.

ARTICLE XI--EMBLEM AND COLORS

Section 1. The emblem of DECA shall be a diamond-shaped design as described and protected from infringement by Trade Mark Numbers 652,076 and 663,265 as filed with the Patent Office of the United States Department of Commerce. The wearing and use of this emblem as it applies to each division of DECA will be governed through each Chartered Association under policy established by the Board of Directors.

Section 2. The colors of this association shall be blue and gold.

ARTICLE XII--AMENDMENTS

Section 1. To amend this constitution, a proposed amendment must be submitted in writing by the chartered chapter proposing the amendment to all chartered chapters and to the State Advisor of Virginia DECA, at least sixty (60) days prior to a division's annual meeting. The proposed amendment must be considered and approved for ratification by three-fourths of the voting delegates present at the division's annual meeting.

Within sixty days after the annual meeting, all chartered chapters must be notified by the State Advisor of Virginia DECA, of the amendment, or approved for ratification. The amendment, or amendments, approved for ratification must then be ratified by written ballot to the State Advisor of Virginia DECA, by two-thirds vote of all chartered chapters no later than ten days prior to the next annual meeting. Any amendment, or amendments, receiving the two-thirds approval at any time within the time prescribed will be in effect immediately and will be made known to all chartered chapters by the State Advisor of Virginia DECA.

Section 2. Each chapter will have one vote for the purpose of ratification of an amendment, or amendments.

Section 3. Any chartered chapter not responding with a written ballot within the prescribed time will be considered as casting a negative vote.

HIGH SCHOOL BYLAWS

BYLAW I--NAME

Section 1. The official name of this division shall be the "High School Division of Virginia DECA."

BYLAW II--MEMBERSHIP

Section 1. Virginia DECA will recognize chapter membership in this division only through local programs affiliated with Virginia DECA. Each chapter will consist of individual members.

Section 2. Local chapters may be established in programs approved in the Virginia State Plan for Vocational Education approved by the U.S. Department of Education.

Section 3. Active chapter members shall be students currently enrolled in the approved programs for Marketing and Distribution at the high school level. All active chapters will be assessed a fee established by the High School Division of Virginia DECA. Any active member may serve as a State Voting Delegate or otherwise represent the chapter in State DECA affairs as may be approved by the division and the Virginia Association.

Section 4. Honorary Members may be individuals who have made or are making contributions to the field of Marketing or Distributive Education, as may be approved by the Board of Trustees of Virginia DECA.

Section 5. Annual chapter affiliation fees shall be determined by the Voting Delegates with the approval of the Board of Trustees. The membership year shall be August 1 to July 31, inclusive.

BYLAW III--ADVISORS

Section 1. The teacher-coordinator(s) in each local DE program will serve as advisors for local DECA chapter(s).

BYLAW IV--VOTING DELEGATE

Section 1. The High School Division of Virginia DECA will exercise its membership voting privileges through voting delegates. The number of votes per chapter shall be determined by the number of active members in each chartered chapter. One (1) vote will be allowed for each chapter with less than sixty-six (66) members. For each additional sixty (60) members, or fraction thereof, one additional voting delegate is allowed per chapter.

Section 2. Sixty (60) days prior to the annual meeting of this division, the determination of the apportionment of the votes will be made according to reported enrollment.

BYLAW IV--Voting Delegate (continued)

Section 3. Chapters may send one delegate to cast full chapter votes or may send a delegate for each vote entitled their chapter or any combination thereof.

BYLAW V--STATE OFFICERS

Section 1. All active members are eligible for the state offices of president, executive vice-president, secretary, area vice-president, and reporter with the exception of graduating seniors who may file for office only for president or executive vice-president. To be eligible for office in this division, candidates must have a scholastic average or 2.5 or higher (an "A" letter grade being equivalent to 4.0) for the previous three completed semesters of school prior to the Annual State Leadership Conference; must attain the score necessary for the office desired on the approved Parliamentary Procedure Examination and on the DECA Information Examination; must submit the approved Officer Candidate Blank; and must be interviewed and approved as a candidate for that office by the official nominating committee before being placed in nomination.

Section 2. All active members, except graduating seniors, are eligible for the office of District Vice-President, and will be selected from district members by a selection committee. Candidates must have a scholastic average of 2.0 or higher (an "A" letter grade being equivalent to 4.0) for the three completed semesters prior to the District Leadership Conference. Candidates must submit a Candidate Blank; and must be interviewed by a district selection committee that will select one best candidate and two (2) alternates.

BYLAW VI--DUTIES OF STATE OFFICERS

Section 1. PRESIDENT: It shall be the duty of the President to preside over all business meetings, to preside over all Executive Council meetings, to make all necessary committee appointments including the designation of committee chairmen; to develop with the Executive Council a Program of Work, and to be available, as necessary, in promoting the general welfare of Virginia DECA.

Section 2. EXECUTIVE VICE-PRESIDENT: It shall be the duty of the Executive Vice-President of the association to serve in any capacity as directed by the President; to accept the responsibilities of the President as occasions may demand; and to be available as necessary, in promoting the general welfare of Virginia DECA.

Section 3. SECRETARY: It shall be the duty of the Secretary to serve in any capacity as directed by the President; to record the proceedings of all business and Executive Council meetings; to accumulate the minutes and/or proceedings of all committee meetings; to present any financial and membership reports necessary, in promoting the general welfare of Virginia DECA.

Section 4. AREA VICE-PRESIDENT: It shall be the duty of each Area Vice-President to serve in any capacity as directed by the President; to promote the growth and development of DECA within the area in accordance with the Program of Work; and to be available, as necessary, in promoting the general welfare of Virginia DECA.

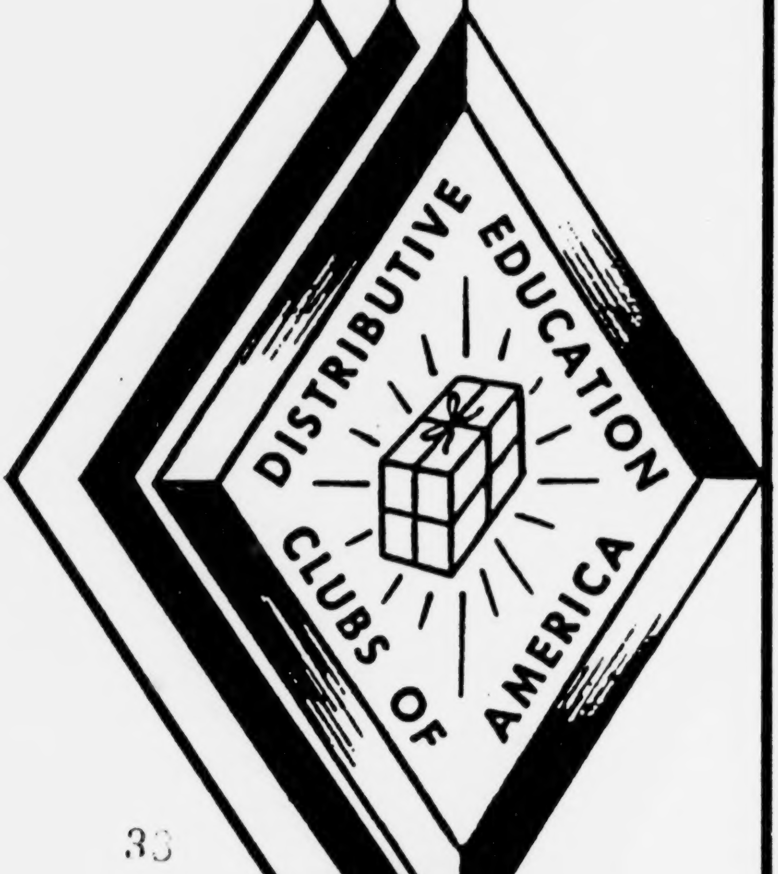
Section 5. REPORTER: It shall be the duty of the Reporter to serve in any capacity as directed by the President; to work with the officers and advisors in corresponding with the local chapters and to encourage communication on a state-wide level.

Section 6. DISTRICT VICE-PRESIDENT: It shall be the duty of the District Vice-President to assist the district advisor in directing all district DECA activities, visiting chapters, and encouraging membership in local, state, and national DECA.

BYLAW VII--AMENDMENTS

Section 1. To amend these bylaws, the proposed amendment must be presented in writing by the chartered chapter proposing the amendment to all chartered chapters in this division and the Division President at least ninety (90) days prior to the State Leadership Conference. The President must then present the proposed amendment, together with the actions recommended by the Executive Council, to the Board of Trustees of Virginia DECA. If approved by the Board of Trustees, the proposed amendment will be presented at the next scheduled annual business meeting of this division, and may be adopted by two-thirds majority approval of the voting delegates present at this division meeting. If adopted, the amendment will take effect during the forthcoming membership year.

III.
ORGANIZATION OF LOCAL CHAPTER


DISTRIBUTIVE EDUCATION
CLUBS OF AMERICA

WHY JOIN DECA?

DECA is the ONLY state and national organization operating in the nation's schools attempting to build status for careers in marketing and management.

DECA encourages individual and group initiative and competition, thus helping to "Develop Future Leaders for Marketing and Management."

DECA provides each member with opportunities to become aware of America's system of free enterprise.

DECA is YOUR professional organization. Materials are available to all chapters from state and national DECA.

DECA chapter members are eligible for scholarships as well as individual and chapter recognition for leadership.

DECA members have the opportunity for recognition through district, state, and national competition.

DECA promotes prestige and recognition of chapters throughout Virginia and the nation and is recognized by leaders in education and business as being a vital part of the total Marketing Education program.

DECA provides leadership opportunities on the local, district, state, and national levels for those students who want to serve their organization.

DECA is the only national organization working full time to create good public relations attitudes toward all chapters.

DECA desires and needs the support of every chapter if its efforts to serve Marketing Education are to be successful.

NEED FOR A LOCAL CHAPTER

The three elements of a good Marketing Education program are (1) good classroom instruction--both vocational and related; (2) good supervised on-the-job training or occupational experience; and (3) good student group participation (DECA).

It is obvious that for a well-rounded Marketing Education training program, one that will make it possible for a student to acquire the technical and social competence essential to happiness and success, chapter work must play a significant role.

A program of student activity is not new in vocational education, for it has long since proved its worth in vocational agriculture and vocational home economics. History has proved these programs to be invaluable to the training of students. This is true principally because they provide practical problems for young men and women to solve; they are permitted to come face to face with real life situations. In short, student activity programs are an integral part of the specific phase of each vocational program.

The DECA chapter, the third side of the Marketing Education program triangle, sets up real life learning situations that could not be accomplished by any other means.

Business leaders, both men and women, are expected to join civic, social, and professional organizations. They are called upon to serve on various kinds of committees and drives and are elected to hold leadership positions. On almost every hand, they run into various kinds of competition. Where else or how else can a student get similar training, if not in a student organization such as DECA? DECA work is real; it offers leadership training in student activities. It matches the civic, social, and professional clubs in which the students of today will be working tomorrow.

CHARACTERISTICS OF A GOOD DECA MEMBER

A Good DECA member . . .

Is prompt . . .

Is proud of the organization and is knowledgeable of its purposes, goals, objectives, and creed . . .

Accepts responsibility for carrying out the business of the chapter . . .

Is receptive to others' ideas and opinions and respects their right to express them . . .

Weighs and deliberates before reaching a decision, knowing the importance of compromise for the benefit of all chapter members . . .

Knows the purpose of each meeting and activity and works for its accomplishment . . .

Carries out all assignments to the best of his/her ability . . .

Constantly thinks and acts for the benefit of the organization . . .

Acts in the school and the community in a manner that reflects favorably on the organization, Marketing Education, and him/herself . . .

Cooperates fully with officers, and, at the same time, demands of them the leadership they were elected to provide.

ORGANIZATIONAL OVERVIEW

Most of the essentials are already at hand to form a DECA chapter. If properly organized, the DECA chapter will be of maximum service to a Marketing Education teacher-coordinator rather than adding to the work load. The chapter is really the "show window" of a Marketing Education program because, through it, the public learns of the program and its purposes. It offers an opportunity to display teaching accomplishments and job performance. It affords the opportunity to involve interested parents and lay leaders in the program. It provides a teaching approach for the Marketing Education teacher-coordinator that can be used to bring out the best in each student-member.

The Marketing Education teacher-coordinator acts as the local chapter advisor. Membership eligibility is governed by the state constitution and bylaws and the chapter constitution. Chapter meetings may be regularly scheduled during the regular activity period of the school, during the evening, or at any time convenient to the majority. Often, committee meetings can eliminate the necessity of having many meetings of the total group. However, all DECA activities must be approved by the DECA chapter advisor and the local school administration.

Many factors go into the making of a strong DECA local chapter:

- an alert and vigorous membership
- an interested and enthusiastic teacher-coordinator
- the selection of the best leadership in the group of officers
- cooperation on the part of the merchants.

Most important, however, are the teamwork and interest of the members and their determination to make their chapter outstanding for its educational value. Education should be the watchword of every chapter because that is the real reason for its existence.

STEP-BY-STEP ORGANIZATIONAL PROCEDURES

1. DETERMINE THE VALUE OF THE DECA PROGRAM TO THE INDIVIDUAL MEMBERS.

   It provides a means through which the student can

   * meet business people on a professional level
   * develop and display leadership
   * help other individuals and the community
   * develop a mature, professional attitude
   * focus public attention on the student's or the chapter's accomplishments.

   It allows an opportunity for the individual student to

   * develop and display leadership through participation in local, state, and national activities
   * compete for recognition and awards on local, state, and national levels
   * be a member of an organization designed exclusively for those in Marketing Education.

2. DISCUSS THE HISTORY AND DEVELOPMENT OF DECA.

3. DEVELOP A TEMPORARY ORGANIZATION.

   * Appoint a temporary chairman.
   * Appoint a temporary secretary.

4. IF DECA IS NEW IN THE SCHOOL . . .

   * Find out school procedures for establishing a bona fide in-school student group.
   * Appoint a committee to develop a constitution by which the DECA chapter will function (pp. 39-41). ***

5. INVESTIGATE THE POSSIBILITY OF A CHAPTER ADVISORY BOARD (may be the same committee that serves for the instructional program).

6. DISCUSS THE CHARACTERISTICS OF A GOOD MEMBER (p. 33).

***Page numbers refer to corresponding information in other parts of this handbook.

7. DISCUSS THE CHARACTERISTICS OF A GOOD OFFICER.

8. DISCUSS THE QUALIFICATIONS AND DUTIES OF EACH OFFICE (pp.46-48).

9. COLLECT, OR GET A FIRM COMMITMENT FOR COLLECTING, ALL LOCAL, STATE, AND NATIONAL FEES (Students should pay fees before being allowed to exercise voting privileges).

10. IF THE CHAPTER IS NEW, DISCUSS THE CONSTITUTION; THEN VOTE ON ITS ACCEPTANCE.

11. ELECT AND INSTALL OFFICERS (pp. 54-56).

12. INITIATE NEW MEMBERS (pp. 57-61).

13. INSTRUCT OFFICERS INDIVIDUALLY ON WHAT IS EXPECTED OF THEM.

14. HOLD AN EXECUTIVE COMMITTEE (elected officers) MEETING.

    * Discuss the duties and qualifications of the Reporter.
    * Appoint a Reporter.
    * Delegate an Executive Committee member to explain the duties and responsibilities of other appointive offices.
    * Make the appointments.
    * Delegate an Executive Committee member to explain the duties and responsibilities to the appointees.

15. SUBMIT AN APPLICATION FOR DECA CHARTER.

16. INSTRUCT EXECUTIVE COMMITTEE TO ASSUME RESPONSIBILITY FOR DEVELOPMENT OF A PROGRAM OF WORK (ACTIVITIES) AND BUDGET (pp. 66-67).

17. SUBMIT PROGRAM OF WORK AND BUDGET TO MEMBERSHIP FOR ACCEPTANCE.

18. INSTRUCT PRESIDENT, WITH HELP OF THE EXECUTIVE COMMITTEE, TO APPOINT COMMITTEES TO CARRY OUT THE PROGRAM OF WORK.

19. IDENTIFY MATERIALS, TOOLS, AND RESOURCES NEEDED FOR CHAPTER USE (pp. 37-38).

ORGANIZATIONAL CHECKLIST

	What Do I Need?	Where Do I Get It?
*	National DECA Handbook	DECA 1908 Association Drive Reston, VA 22091
*	Chapter Management Aids Handbook	(same as above)
*	Pamphlet on DECA	(same as above)
*	Virginia DECA Handbook	State DECA Specialist Marketing Education Service Virginia Department of Education Richmond, VA 23216
*	Robert's Rules of Order (Newly revised)	Local bookstore or library
*	Virginia DECA Competitive Events Handbook	State DECA Specialist
*	Gavel for the President (This item and all subsequent items on this list should be ordered at the first of the year.)	DECA Supply Service Parklawn Drive Rockville, MD 20852
*	DECA Banner	DECA Supply Service
*	Framed DECA Creed	DECA Supply Service (or, local students may print it)
*	Secretary's notebook and filler	Locally
*	Treasurer's notebook and filler	Locally
*	Annual Report Notebook and forms	State DECA Specialist

ORGANIZATIONAL CHECKLIST (continued)

	What Do I Need?	Where Do I Get It?
*	Large DECA Emblem	DECA Supply Service
*	DECA Bulletin Board	School workshop
*	Inexpensive camera	Locally
*	DECA Pins	DECA Supply Service
*	Official DECA Notebooks	DECA Supply Service
*	DECA Blazers	DECA Supply Service

(Add other items as needed)

SUGGESTED CHAPTER CONSTITUTION

Constitution of __________________ Chapter, (Virginia) Association of the Distributive Education Clubs of America

ARTICLE I--Name

Section 1. The official name of this organization shall be "(school) Chapter of the (Virginia) Association of Distributive Education Clubs of America" and may be referred to as "(school) DECA Chapter."

ARTICLE II--Purpose

Section 1. To assist our members in the growth and development of DECA

Section 2. To develop a respect for education in marketing and management that will contribute to occupational competence

Section 3. To promote understanding of and appreciation for the responsibilities of citizenship in our free, competitive enterprise system

ARTICLE III--Organization

Section 1. The (school) DECA Chapter, (Virginia) Association of Distributive Education Clubs of America is an organization of students enrolled in Marketing Education classes.

ARTICLE IV--Membership

Section 1. The (school) DECA Chapter may be chartered as a member of (Virginia) DECA upon approval of the (Virginia) DECA Executive Committee.

Section 2. The classes of membership that shall be recognized are

(High School or Collegiate) Members
Alumni Members
Professional Members
Honorary Life Members.

ARTICLE V--Voting

Section 1. (school) DECA Chapter members shall exercise their franchise in (Virginia) DECA through voting delegates as may be approved by the (Virginia) Association of DECA.

ARTICLE VI--Meetings

Section 1. Regular meetings shall be held at least once each month during the school year.

Section 2. Parliamentary procedure for all meetings will be governed by Robert's Rules of Order, Newly Revised.

ARTICLE VII--Officers

Section 1. The officers of the (school) DECA Chapter shall consist of a president, vice-president, secretary, treasurer, reporter, and parliamentarian, and each shall exercise the usual duties of the office to which he/she has been elected.

Section 2. The officers of the (school) DECA Chapter shall be nominated and elected by ballot at the first regular business meeting of each school year. A majority vote of the (High School or Collegiate) members shall be necessary to elect.

ARTICLE VIII--Advisors

Section 1. The (school) DECA Chapter Advisor shall be the Marketing Education teacher of the (school) Marketing Education program.

ARTICLE IX--Finances

Section 1. (school) DECA Chapter will be responsible for state and national DECA fees according to the number of individual members claimed in each membership classification times the amount established for that classification.

Section 2. The (school) DECA Chapter Advisor shall be responsible for the DECA Chapter finances and will furnish an annual audit to the (Virginia) DECA Advisor.

ARTICLE X--Emblem and Colors

Section 1. The emblem of (school) DECA Chapter shall be a diamond-shaped design as described and protected from infringement by Patent No. 663,265 as filed with the U.S. Patent Office. The wearing and use of this emblem will be governed by DECA, Inc.

Section 2. The colors of the (school) DECA Chapter shall be blue and gold.

ARTICLE XI--Amendments

Section 1. To amend this Constitution, the proposed amendments must be presented in writing by a DECA member to the president. The president will present the amendment to the membership where it must be approved by a three-fourths majority vote for adoption.

ARTICLE XII--Rules, Regulations, and Bylaws

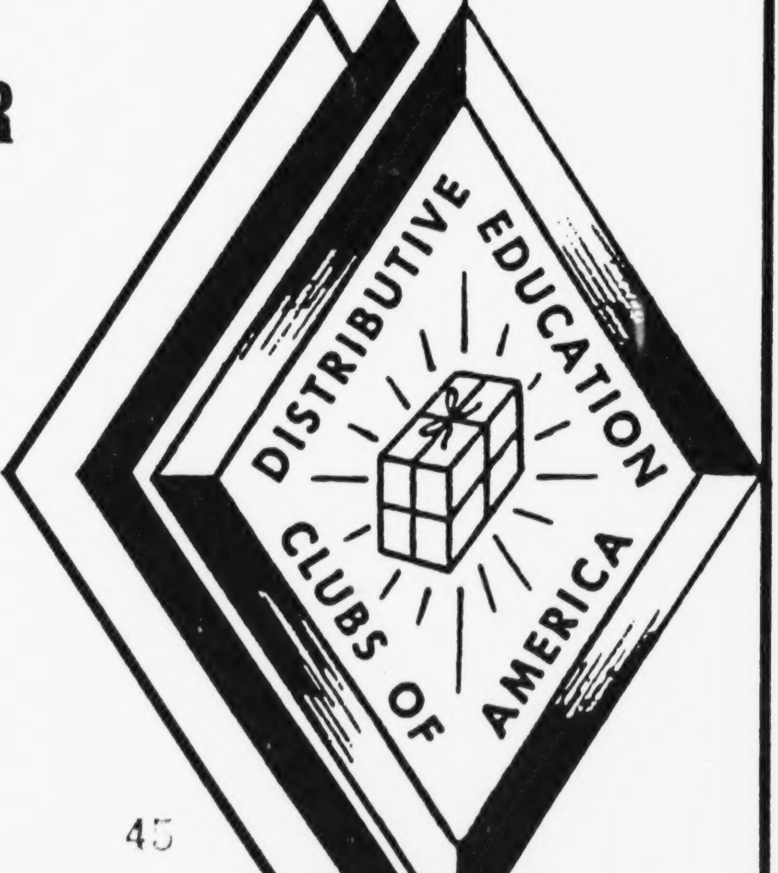
Section 1. Such rules, regulations, and bylaws as are deemed necessary for the proper conduct of this organization shall be adopted.

Section 2. No rules, regulations, or bylaws shall be adopted that are contrary to this Constitution.

Section 3. In all meetings, Robert's Rules of Order, Newly Revised shall serve as standard procedure.

IV.

MANAGEMENT AND OPERATION OF LOCAL CHAPTER


DISTRIBUTIVE EDUCATION
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DUTIES OF THE CHAPTER ADVISOR

* Initiates the organization of the DECA activities by the chapter

* Becomes thoroughly versed in the history, principles, constitution, provisions, ceremonies, typical activities, parliamentary procedures, and other essentials of the organization

* Assists in the plans for securing an efficient group of officers by setting up criteria for candidates (grades, attendance, etc.) and letting candidates know of the responsibilities of each office

* Instructs newly elected officers concerning their duties and gives all members leadership training

* Assists members in planning a calendar of events, setting dates of events early in the school year, and seeing that they get on the school calendar early

* Plans programs that are adequately financed, protects funds properly, and helps set up adequate DECA chapter records and accounts

* Sees that DECA chapter meetings are held regularly and conducted in a businesslike manner

* Helps new DECA members take part in and get into the spirit of the DECA activities

* Sees that every DECA member has a part in the work, accepts the responsibility, and tries to do his or her share (an opportunity for leadership training through youth activities)

* Encourages the procurement of the standard minimum DECA chapter equipment and sees that it is used and protected

* Conducts DECA chapter Executive Committee meetings to assist officers with chapter business

* Counsels individual members and committees on problems and activities

* Encourages participation in district, state, and national conferences and helps students prepare for leadership activities and contest participation at all levels of competition

* Sees that all ceremonies, initiations, public performances, and displays are carefully planned and creditably executed

* Keeps school administration and the public posted on activities and development

* Keeps abreast of new developments in DECA and calls them to the attention of the members

* Uses the DECA chapter as an opportunity for leadership training by impressing upon the membership that DECA is their organization and seeing that members perform the necessary functions to keep the DECA chapter improving in the opportunities for widening the scope of the learning situations that may be developed

DUTIES OF THE CHAPTER OFFICERS

PRESIDENT

- Presides over and conducts chapter meetings in accordance with accepted parliamentary procedure
- Keeps discussion on the subject
- Sees that all time limits are observed
- Selects and appoints members to serve on committees
- Represents the chapter at special school events and before civic clubs and other out-of-school organizations
- Coordinates and guides the efforts of all chapter officers
- Serves as ex-officio member of the Leadership Committee
- Consults regularly with Advisor on the progress of the chapter's program of action
- Determines the need for and calls any necessary special chapter meetings
- Promotes energetic activity on the part of chapter members by displaying enthusiasm
- Behaves at all times in a manner that reflects credit upon the chapter
- Counsels other chapter officers concerning their duties and responsibilities

VICE-PRESIDENT

- Assists the president in the discharge of duties and responsibilities
- Presides over chapter and Executive Committee meetings in the absence of the president
- Assumes the full duties and responsibilities of the president should the president be absent for a long period or leave the chapter permanently
- Coordinates and guides the efforts of all chapter committees; serves as an ex-officio member on the Civic Committee

SECRETARY

- Takes notes and prepares adequate minutes of each regular and called meeting of the chapter
- Answers all incoming chapter correspondence
- Keeps a proper file of copies of all outgoing and incoming correspondence
- Prepares all necessary chapter records

SECRETARY (continued)

* Protects all permanent records of the chapter
* Posts items of common interest and benefit on the classroom or school bulletin boards
* Reads letters and other communications at chapter meetings
* Keeps a proper record of votes cast, especially on important issues
* Prepares for every meeting by keeping minutes of previous meeting, a record of committees and their past reports, the chapter's program of action, and a copy of a State and National DECA Handbook
* Gives the chapter information about any unfinished business from previous meetings
* Serves as an ex-officio member on the Social Committee

TREASURER

* Receives an account for all funds that come into the chapter treasury
* Assists in the preparation of a statement of estimated receipts and expenditures for the year
* Keeps financial records neat, accurate, and up-to-date
* Collects all individual, state, and national chapter fees and is responsible for their disbursement to the state and/or national treasury
* Pays out funds on authorization of the chapter
* Encourages individual members to establish "thrift accounts" or regular savings plans
* Protects the financial reputation of the chapter by seeing that its obligations are promptly met
* Helps plan and execute the ways and means of providing for chapter income
* Prepares necessary statements of receipts and expenditures
* Serves as an ex-officio member on the Financial Committee

PARLIAMENTARIAN

* Is interested in and willing to help other chapter members
* Advises the presiding officer and other chapter members of parliamentary procedures

PARLIAMENTARIAN (continued)

- * Maintains reference material pertaining to acceptable parliamentary procedure
- * Remains alert and calls the chairperson's attention to significant irregularities in procedure
- * Explains any irregularity and its effect on the fair and equal rights of all chapter members

REPORTER

- * Sends news to state reporter and the National DECA office
- * Prepares articles for publication in school and local newspapers
- * Contacts and acquaints the editors of school and local newspapers with the aims and purposes of Marketing Education
- * Keeps cumulative file of clippings, pictures, charts, copies of special programs, etc., and assists in building the chapter's public relations manual

INDIVIDUAL GUIDELINES FOR CHAPTER OFFICERS

President and Vice-President

1. Begin the meeting on time. (Members will be there if they know the meeting will begin at the specified time.)
2. Be sure a quorum is present before beginning the business portion of the meeting.
3. Always keep the meeting under control. Limit the debate on the part of any one individual in the interest of keeping the meeting on the subject. Use the gavel of authority when necessary.
4. Conduct your meeting according to parliamentary law.
5. Refer to yourself as "the chair."
6. Be impartial at all times.
7. Always stand when presenting business or directing the group in action. It is permissible to sit down while the business is being transacted or matters are under discussion on the floor.
8. When you want to enter the debate, leave the chair and do your talking from the floor. If you want to make or discuss a motion personally--and occasionally this may be necessary--you should leave the chair and do so from the floor. (You may give information, but not opinions, while in the chair.)
9. Always remember that when you leave the chair, the meeting must be turned over to the vice-president or other person whom you designate.
10. If some member wants to suspend the regular order of business, it must be done by formal motion and carried by a 2/3 vote. This helps many times to keep the members "on the ball."
11. Recognize any member who wishes to speak.
12. Do not permit discussion until a motion is made, seconded, and stated by the chair.
13. Sit down after granting floor to a member and remain seated while the member discusses the question.
14. State a motion clearly and, before taking a vote, be sure that all understand the question.
15. Announce the result of the vote.
16. Do not vote except in the case of a tie.
17. Require all remarks to be addressed to the chair. (Do not permit members to discuss the question among themselves nor address questions or remarks to each other.)

President and Vice-President (continued)

18. Permit the vice-president, or maker of the motion, to put a question to vote if the question concerns the president alone.

19. Close the meeting on time, but not too abruptly.

Secretary

1. Take down the minutes of ALL meetings--formal, informal and called meetings. Your record is important.

2. Record in your minutes what is DONE, not what is SAID.

3. Always record the exact wording of motions, whether they are carried or lost in the voting, and make a record of who made the motion.

4. If you cannot get the exact wording of the motion, you have every right to halt the proceedings long enough to do so by requesting the presiding officer to have the motion repeated slowing enough for you to make a record of it.

5. Your minutes should always show the names of members who have been appointed to committees--with the name of the chairperson, if one has been designated.

6. If the Treasurer's report is not included in your minutes as read, you should have a copy of the same attached to your minutes.

7. Minutes are important enough to be written in the permanent minutes book, not on small pieces of paper. Any corrections that are made in the minutes as read should appear in the margin.

8. The signature of the presiding officer on the minutes, with any approved corrections, is important. It completes the record.

Treasurer

1. Keep your records in ink in a permanent ledger.

2. Record all receipts by name of member or from the other source by name.

3. List all money paid out by date and to whom paid.

4. Never pay out any of the chapter's money without proper authority; obtain a receipt from the person to whom paid EVERY TIME.

5. Keep your records current at all times. Do not put off making the entries in your book.

6. Be in position to make an accurate report to the members at every regular meeting.

Parliamentarian

1. Make sure chapter meetings are conducted in an orderly manner. Know parliamentary law. Be acquainted with Robert's Rules of Order, Newly Revised.
2. Enable an assembly to transact business with speed and efficiency.
3. Protect the rights of each individual.
4. Preserve a spirit of harmony within the group.
5. Make sure the will of the majority is carried out, and the rights of the minority preserved.

Reporter

1. Gather and classify all DECA news.
2. Prepare articles for publication in local, state, and national news media.
3. Develop a working relationship with local media personnel, and supply them with DECA news.
4. File clippings, pictures, etc., on all DECA activities and maintain all records.

SUGGESTED ORDER OF BUSINESS FOR CHAPTER MEETINGS

1. The meeting is called to order by the president--two raps of gavel.

2. The DECA Creed is recited. (Three raps of gavel for members to stand; one rap to sit down.)

3. The minutes of the preceding meeting should read by the secretary. These may be approved as read or may be approved with corrections.

4. Treasurer's report is read and "received as read and filed for audit" or "amended as necessary and filed for audit (Chair so states)."

5. Reports of committees are called for by the president.

6. Unfinished business is taken up at the call of the chair by any member at the meeting.

7. New business is introduced.

8. The program, if any, may be held at this point. This is considered part of the meeting, and the president presides throughout with the assistance of the program chairperson.

9. Adjourn the meeting. This may be followed by refreshments and entertainment.

LOCAL CHAPTER CEREMONIES

Three important ceremonies are integral parts of the activities of the local DECA chapter and occur each year. These ceremonies are the Installation of Local Officers, the Initiation of New Members, and the Emblem Ceremony.

Each of these ceremonies embodies fundamental beliefs and principles of DECA and should be conducted with the appropriate dignity and seriousness of purpose.

The following pages provide instruction and scripts for these ceremonies that will enable the local chapter to conduct them in the proper manner.

LOCAL OFFICER INSTALLATION CEREMONY

(All outgoing officers and incoming officers should be seated together.)

DISTRICT VICE-PRESIDENT:

Fellow members of DECA, it is my pleasure at this time to present your new officers--duly elected and entrusted with the administration of this organization during the coming year. Will each of our incoming officers please stand when called upon and face his/her predecessor for induction into office.

(The District Vice-President calls upon the President-elect to step forward and addresses him/her concerning the duties and responsibilities of the office in this manner.)

DISTRICT VICE-PRESIDENT:

You, (name of incoming President) have been chosen by the chapter members of this chapter of DECA to lead this organization for the following year. In electing you President, they have indicated their faith in your qualities of leadership, responsibility, diplomacy and intelligence and hereby entrust you with the future administration of this chapter.

As President you will preside over all of the meetings of this chapter and be responsible for its progress during the coming year. They will look to your leadership in all endeavors. If you are willing to accept this responsibility, please raise your right hand and repeat after me:

> "I understand fully the honor and responsibilities . . . which have come to me as President of this chapter . . . of DECA . . . and do solemnly and sincerely promise . . . to accept and fulfill these responsibilities . . . to the best of my ability."

(The retiring President then shakes hands with the President-elect and presents him/her with the gavel--handle first. The new President then returns to his/her chair.)

DISTRICT VICE-PRESIDENT:

You, (name of incoming Vice-President), have been chosen as Vice-President of this chapter of DECA by your fellow members. They have, thus, demonstrated their confidence in your ability to assume the leadership of this organization in the President's absence. It shall be your duty to assist the President whenever called upon to do so and to serve as chairman of all meetings of this chapter in the absence of the President. If you are willing to assume these responsibilities, please raise your right hand and repeat after me this pledge:

> "I understand fully the responsibilities of the office of Vice-President . . . and hereby promise to accept . . . and fulfill these responsibilities . . . to the best of my ability."

(Shakes hands and takes proper place.)

DISTRICT VICE-PRESIDENT:

You, (name of incoming Treasurer), have been chosen for a position of high honor and trust. Your duties will require you to keep accurate records of all receipts and disbursements of this chapter and be ready at all times to give a report of its financial condition. It is your duty to receive and deposit all chapter funds, pay them out as directed, prepare a budget of proposed expenditures and collect dues. It is also your responsibility to encourage thrift in the chapter and among your fellow members, thus performing an educational function. If you are willing to assume these responsibilities, please raise your right hand and repeat after me:

> "I understand fully the responsibilities and duties of the Treasurer . . . and hereby promise to accept and fulfill these . . . to the best of my ability."

(Shakes hands and takes place.)

DISTRICT VICE-PRESIDENT:

You, (name of incoming Secretary), have been chosen by your fellow members as Secretary of this chapter. You will be responsible for maintaining an accurate report of minutes of all general chapter meetings, executive committee meetings, and other activities recorded in the Secretary's records. It should also be considered as part of your duties to keep the membership of your chapter informed through the best means possible of all decisions reached in these meetings and to pass on to your successor a complete and accurate record. If you are willing to assume the responsibilities of this office, please raise your right hand and repeat after me:

> "I understand fully the responsibilities of the Secretary . . . and hereby promise to accept and fulfill these responsibilities . . . to the best of my ability."

(Shakes hands and takes place.)

DISTRICT VICE-PRESIDENT

You, (name of incoming Reporter), have been chosen by your fellow members, as Reporter of this chapter. You will be responsible for gathering chapter news and reporting it to the local paper, to our State Association, and to the National Headquarters of DECA for possible use in our national publications. It should also be considered as part of your duties to provide continuity between previous, present, and future members of this chapter by keeping complete records of events of importance in the life of your chapter to pass on to your successor at the end of your term. If you are willing to assume responsibilities of this office, please raise your right hand and repeat after me:

> "I understand fully the responsibilities of the Reporter . . . and hereby promise to accept and fulfill these responsibilities . . . to the best of my ability."

(Shake hands and takes proper place.)

For staging tips see National DECA Handbook.

MEMBERSHIP INITIATION

Early October is an excellent time for the initiation ceremony. This ceremony can be as elaborate or as simple as your resources and desires allow. It can be strictly a "members only" affair, or it may be held in the evening with parents and school officials attending. Whether small or large, it must be conducted with due solemnity and beauty. The ceremony may either be conducted on a stage or in the center of a room, with the audience around the outer edge. The diagram shown here may be helpful in placing the participants.

FLOOR PLAN FOR INITIATION CEREMONY

A. - President

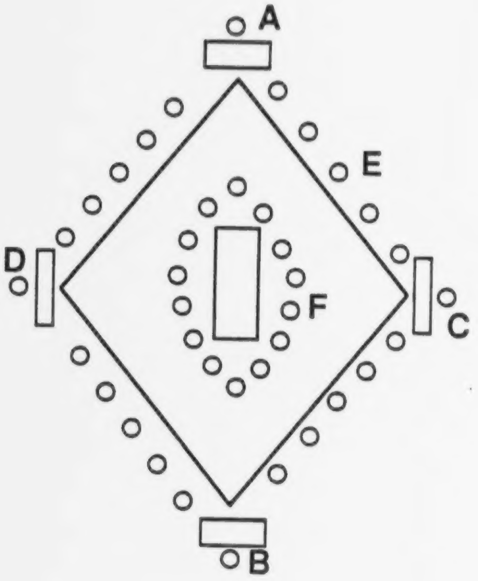
B. - Vice-President

C. - First Speaker

D. - Second Speaker

E. - Candidates for membership stand outside diamond, facing inward

F. - Second Year members and Alumni face outward



Membership Initiation (continued)

The table at the president's position should be draped with a white cloth and lighted candles placed at either end. If available, a stand-up DECA emblem may be placed at the center, or a DECA banner may be hung behind the table. A rostrum should be placed at each of the three remaining points of the diamond. The table in the center of the diamond should also be draped with a white cloth. It should contain at least one lighted candle with sufficient candles for the lighting ceremony arranged across the top.

The ceremonial team, those who will light the candles for the new members, stand in the center of the diamond. The new members stand outside the diamond. In two-year programs, the second-year students may also stand with the ceremonial team and assist in the initiation. As a general rule, the ceremonial team is made up of the president, vice-president, a past president, and perhaps the chapter advisor.

Parts may be read from scripts. However, the initiation ceremony will be more effective if parts are memorized. Where the initiation ceremony is large enough to warrant it, spotlights and background music are most effective.

The following suggested script may be helpful.

SCRIPT FOR INITIATION CEREMONY

PRESIDENT: The ____________________ chapter of DECA is now in session. The purpose of our meeting is to receive into our organization a number of new members. These candidates have been instructed by the Installing Officer. (Name of Installing Officer) will now report the results of his/her instruction.

INSTALLING OFFICER: Mr. President, I am happy to report that all candidates have met the conditions for membership in our chapter. I certify to you that each has satisfactorily completed all requirements for chapter membership.

PRESIDENT: You are about to take an important step. Your qualifications have been examined, and you have been recommended for membership in our organization. This is an important occasion for you and for us and one that we shall always remember.

VICE-PRESIDENT: This organization exists because of the dedication of all its members to its purposes. These purposes are threefold:

- To assist in the growth and development of DECA
- To develop further a respect for education in marketing that will further contribute to occupational competence
- To promote understanding and appreciation for the responsibilities of citizenship in our free, competitive enterprise system.

These purposes determine the character of our chapter activities. Through these activities--social, professional, and civic--we further develop the sense of friendship and unity that permits us to help and encourage one another in the pursuit of our common ideals.

PRESIDENT: In view of this statement of the purposes of DECA will you accept the responsibilities and obligations of membership in our organization and receive the meaning of the symbols by which we express to each other our common purposes?

CANDIDATES: We will.

Script For Initiation Ceremony (continued)

VICE-PRESIDENT: The basic design of our insignia is the diamond. This signifies value--the value which we feel we are bestowing through the field of marketing.

FIRST SPEAKER: The first point of the diamond represents vocational understanding. The Marketing Education graduate is prepared to take his/her place in the business world with a thorough understanding of the services that he/she is rendering and the opportunity for further development.

SECOND SPEAKER: The second point of the diamond represents civic consciousness. The Marketing Education student understands his/her obligations to the community and the need for making that community a better place in which to live.

FIRST SPEAKER: The third represents social intelligence. The Marketing Education student has an opportunity to develop social graces through the many social events which the chapter plans during the year.

SECOND SPEAKER: The fourth represents leadership development. The Marketing Education student has an opportunity to participate in many activities that teach him/her to assume responsibility both as a leader and a follower.

VICE-PRESIDENT: At the center of our insignia is a wrapped package. This package signifies the care we must use in handling the merchandise we sell, the courtesy we must use in dealing with our customers, and the confidence we must build in the minds of our customers. It is a constant reminder to us of the high standards of our organization and our profession.

PRESIDENT: Vocational understanding, civic consciousness, social intelligence, leadership development--these four points surround the package, which symbolizes "a job well done."

VICE-PRESIDENT: The colors of this organization are blue and gold.

Script For Initiation Ceremony (continued)

FIRST SPEAKER: Blue suggests sincerity. It suggests that we should be true to ourselves and, since it is the color of the heavens above us, it encourages us to reach upward.

SECOND SPEAKER: Gold suggests to us the crowning success that comes to those who live wisely and usefully. We are all seekers after success, not only because of the material wealth that it brings but because of the satisfaction that we derive from it. It is a good thing for a person to know that his/her work has been done well.

VICE-PRESIDENT: You have heard the explanation of our insignia. As members of DECA you are expected to support the activities of our organization, to carry out the duties assigned to you, and, by diligent attention to your work, to qualify for leadership by meeting the high standards set in work experience, in school work, and in your character.

PRESIDENT: You are now prepared to take the vows of membership in our organization. As you repeat these vows, think of the meaning of the words you say and resolve to do your best to live by them. Please repeat after me:

CANDIDATES: "I solemnly pledge myself to carry out to the best of my ability all of the duties and responsibilities of membership in DECA. I fully accept the purposes of this organization, and promise to uphold its ideals in my personal life and in my business activities. I realize the importance of working cooperatively. I will so conduct myself that I shall reflect honor upon the organization, and I will at all times endeavor to maintain high standards of personal integrity."

PRESIDENT: As a symbol of your induction into our organization, will you now please take your places in the diamond, where your fellow members will light your candles as a token of your acceptance. (pause)

I now declare you to be members of the ____________________ Chapter of DECA with all the rights and privileges of membership. Let us repeat in unison the DECA Creed.

SCRIPT FOR EMBLEM CEREMONY

(HOUSE LIGHTS OFF; STAGE LIGHTS OFF)

Narrator: Ladies and gentlemen, may I have your attention please. (Pause)

Narrator: Welcome to the Fall Rally of District ____________________ of DECA.

(SPOTLIGHT ON DECA EMBLEM AND AMERICAN FLAG; SOFT BACKGROUND MUSIC)

Narrator: This is an important occasion for you as members of DECA because it draws your attention to thoughts and purposes that are important in your lives. Your organization exists because it has high goals to which all who become members commit themselves. DECA strives to reach five important goals: to engender a respect for education; to develop competent and progressive leadership; to develop a sense of individual responsibility; to develop an appreciation for the civic and social obligations of those engaged in marketing; and to develop an understanding of our free, competitive enterprise system. The DECA emblem is proudly worn by over 165,000 Marketing Education students in 50 states, the District of Columbia, Puerto Rico, Guam, the Virgin Islands, and Canada. Over 15,000 of these students are members of Virginia DECA, the second largest state association in the nation, and __________ of these members come from YOUR District. Nearly half a million former students have proudly worn this emblem, symbolic of their interest in the American way of life. Basic to the design and meaning of this emblem is the diamond, which represents value. Your daily activities evolve from a recognition of human value, for in your study you are constantly learning how to meet human needs and how to make possible the satisfaction of desires. Each point of the diamond has a specific meaning:

the first point represents vocational understanding;
the second point, social intelligence;
the third, civic consciousness; and
the fourth represents leadership development.

Vocational understanding, social intelligence, civic consciousness, and leadership development are all keenly developed by a conscientious member in an ACTIVE DECA chapter.

At the center of our insignia, you will observe the wrapped package, which is symbolic of a job well done. It represents the distinctive character of your organization, and symbolizes the cooperation of school administrators, teachers, parents, and employers in preparing DECA members for their chosen careers in marketing. This emblem, then, is symbolic of the goals of each individual member and the entire organization. It presents itself in blue and gold and in a light which directs, reveals, and illuminates our path. This is the reason that DECA members are proud to wear the emblem of DECA.

GUIDELINES FOR CHAPTER ACTIVITIES

In determining projects and activities, consideration should be given to the value that the project or activity will have for each individual member. A local chapter program of activities should meet the needs of the individual, for it is in the local program that each individual enrolled may find an opportunity to participate. Many projects or activities will involve groups, but every effort should be made, even in group activities, to allow for individual activities that are in keeping with each member's interests and abilities.

The activities or projects of your chapter should provide an opportunity for:

1. The development of a spirit of cooperation

Cooperation enables students to work with each other. Planning and programming club activities emphasize the importance of individual contributions to successful group accomplishments. By learning to work well with each other in DECA activities, students develop a sense of human relations that will be essential for success in marketing careers.

2. An understanding of competition

Competition is a basic element of free enterprise. Students preparing for careers in marketing must learn to win and to lose. The true essence of competition may not necessarily be in winning or losing, but in the motivation that enables one to make a greater contribution to the whole society.

Guidelines for Chapter Activities (continued)

3. A recognition of social values

Social values should be apparent in the activities conducted by the local chapters and should provide the students with an opportunity to know others engaged in marketing. The ability to meet with other people easily and freely is a basic requisite of personal communication, which is fundamental in marketing.

4. An ability to communicate

Opportunities to learn the importance of good communications exist in almost every activity of the DECA program. Planning activities requires a closely knit system of conveying information and ideas through a central exchange. Students can participate in a communication system by reporting activities to state and national DECA publications.

5. Individual recognition

Recognition builds individual morale. Chapter activities provide abundant opportunities for recognition of student participation. The most obvious recognition is that given to student officers, committee chairpersons, and competitive event winners. Recognition for important tasks performed in the background, such as addressing envelopes for a survey or creating table settings for a banquet, can strengthen student appreciation for their part in the success of the DECA program.

6. Realization of the responsibilities of leadership and followership

Students must learn and use the principles of sound leadership if they are to be fully prepared for future responsibilities to marketing and society. They must learn that good leadership and good followership are closely interwoven; a leader in one function will be a follower in another. The DECA program should be patterned to provide students the opportunity to develop leadership qualities through participation in projects and activities. The chapter that serves its members best, however, is the one that emphasizes leadership through individual responsibilities and committee activities.

Chapter activities and projects may be organized in the following areas: Creative Marketing, Diamond Projects, Free Enterprise, and Professional and Financial Development. Virginia DECA encourages chapters to conduct a Local Program of Work based on the Annual Report guidelines.

CHAPTER BUDGET

The chapter advisor should instruct the officers of the organization to develop a chapter budget.

A chapter budget should identify the amount of money needed by the various chapter committees, what it is needed for, and when the funds for a specific activity will be used. A local chapter budget need not be complicated or require an extensive set of records. However, it should provide enough information so that each chapter member knows and understands what the chapter money is used for.

The chapter budget should be prepared annually after completion and approval of the chapter program of activities. The previous year's budget will be helpful to the various committee chairpersons as a guide for determining and estimating the budget for the coming school year.

A tentative chapter budget can be prepared by the committee chairpersons and chapter officers. After the budget has been approved by the membership, the final budget should be prepared by the chapter treasurer and copies made available to the officers, committee chairpersons, school administrators, and a copy posted on the bulletin board for use by the members. Additional items may be added to the budget as they are needed. It may be helpful, if this is the first time your chapter has prepared a chapter budget, to distribute copies to all members.

It is the responsibility of chapter officers and all committee chairpersons to ensure that all members understand that the activities and projects in the chapter program of activities determine the amount of money needed for the chapter budget. The key to a practical and realistic chapter budget is what the chapter plans to do during the school year.

Chapter Budget (continued)

Listed below are some suggested steps that may prove helpful in determining your local chapter budget:

1. Each of the chapter standing committees should plan the activities it hopes to carry out during the coming school year.
2. The finance committee should estimate the cost of conducting each activity (awards, gifts, refreshments, etc.).
3. The committee chairperson should go over the cost with the chapter officers for suggestions and evaluation of cost.
4. The committee chairperson should then meet with the finance or budget committee to determine if the money needed will be available or if sales projects can be planned to cover the cost.
5. The committees should present their activities and budgets to the chapter membership for approval.
6. After approval by the membership, the activities and estimated costs should then be placed in the chapter budget by the treasurer and the sponsoring committee should assist the finance committee in planning activities to secure the needed funds.

The preparation of chapter budget should be educational for all chapter members, for the mechanics and theory of budgeting relate to the Marketing Education curriculum, i.e., purchasing, sales promotion, departmental budgeting, cost analysis, management, etc. (Once again, the question in development of the chapter budget should not be "how much money do we need?" but rather "what do we plan to do?")

Finally, the chapter budget must come from the chapter's planned and approved program of activities.

FINANCING CHAPTER ACTIVITIES

The advisor should direct the chapter officers to determine ways and means of financing chapter activities. Many chapters prefer, either by choice or because of local school policy, to pay local fees that will take care of chapter responsibilities rather than to participate in activities that will finance chapter functions. However, other chapters prefer to supplement their fees with funds that members earn through a cooperative endeavor.

A cooperative endeavor benefits every participating DECA chapter in at least five ways. It . . .

- Provides for all members a practical method for selling experiences
- Provides for planning and conducting a sales promotion event
- Provides funds to carry out a beneficial chapter program
- Provides an avenue to promote the school's marketing program
- Provides a learning activity that encompasses the entire merchandising process.

To assist chapters in financing chapter activities and to give national identity to this function, the Board of Directors of DECA, Inc., has given approval to several sales project programs (fund raisers).

In selecting a product to be sold, a chapter should insist on a quality item that will have maximum acceptance by the buying public and an acceptable margin of profit. Each of the approved DECA sales projects (fund raisers) items meets these criteria.

After members have decided on sales projects, it is imperative that the administrators of the school give their consent. Preferably, this can be accomplished by a student committee, which should present a completed plan of procedure to the administration.

The following BASIC B's are suggestions for the chapter leadership (advisor, president, chairpersons, etc.) when they are planning to finance chapter activities.

Financing Chapter Activities (continued)

BASIC B's

One for the money . . .

BE PRACTICAL-- Set a sales forecast and goal that the group can achieve.

BE CAREFUL-- Do not ask the public to contribute toward something that benefits only the members.

BE INFORMED-- Be sure members know for what cause the chapter is raising funds and how the money will be used.

BE ENTHUSIASTIC-- It will attract workers and contributors.

Two for the show . . .

BE REALISTIC-- Choose a project the "public" will enjoy.

BE WISE-- Clear the proposed project with chapter membership.

BE ALERT-- Avoid possible conflict with a competing event.

BEWARE-- Check for possible local, state, federal, or union regulations.

Three to make ready . . .

BE SENSIBLE-- Choose responsible committee chairpersons.

BE ORGANIZED-- Develop a plan, a calendar, and checklists.

BE BRAVE-- Ask anybody who can help to contribute.

BE BUSINESSLIKE-- Price the product, service, or entertainment sensibly.

BE PROFESSIONAL-- Publicize and advertise the event. Use every promotional tool at the chapter's disposal.

Four to go . . .

BE PREPARED-- Double check every detail. Provide for emergencies.

BE NEAT-- Clean up; leave no mess.

BE APPRECIATIVE-- Send prompt thank you's to helpers and donors.

BE METHODICAL-- Ask committee chairpersons to submit brief summaries and require a complete treasurer's report on costs and profits. These records are very valuable.

DECA CHAPTER FINANCIAL SUMMARY

_______________ DECA Chapter _______________ High School

For the Period _______________

Chapter Receipts:	Membership Fees	$_______
	Chapter Projects	_______
	Other Fund Raising Activities	_______
	Contributions	_______
	Other Chapter Income:	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	Total	$_______
Disbursements:	_______________	$_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	_______________	_______
	Total	$_______

TOTAL RECEIPTS . . . . $_______________

TOTAL DISBURSEMENTS . . . . _______________

BALANCE ON HAND . . . . $ _______________

Approved: _______________________
DECA Chapter Treasurer

____
DECA Chapter Advisor

PUBLIC RELATIONS AND PUBLICITY

The public judges an enterprise by what it does and by what it says. If its purpose is sound, its services good, and its programs beneficial, then the community--and perhaps the nation--should be told about it. This combination of sound policies and good practices, multiplied by effective publicity, is what produces good public relations. This means simply winning the friendship and support of the public.

Good publicity for Marketing Education and DECA activities will achieve several benefits:

- It will keep students informed and interested
- It will attract additional students to the Marketing Education program
- It will maintain pride among students and stimulate them to further progress
- It will create interest on the part of the general public
- It will create and sustain public support of the Marketing Education program and DECA .

It is the job of the local chapter to present to the general public the importance and significance of its Marketing Education training program and DECA. The chapter must use the various public relations media in the local community. Members may want to use only one, or perhaps several, depending on the importance of the activity and the effectiveness desired.

Public relations includes the publicity gained through newspapers, radio programs, television coverage, speeches made to groups, institutions, open-house programs, and personal contacts. The wise chapter, therefore, plans its calendar well in advance and uses all media possible for presenting DECA activities and Marketing Education training to the public.**

**A more detailed guide intended for use by the local chapter Publicity Chairperson or Publicity Committee is found in Appendix A.

Speaking before Community Groups

One effective means of reaching the public is by using the "personal touch" of speaking to community groups on behalf of DECA ACTIVITIES. The following list offers some suggestions about the kinds of groups members may wish to address:

Advisory Committee
Rotary Club
Chamber of Commerce
School Board (if permissible)
Parent-Teacher Association
Employment Service
Lions Club
Kiwanis Club
Business and Professional Women's Club
School assemblies
Hobby groups
Religious groups
Administrators
Social agencies
Teachers
Parents
Managers
Owners
Supervisors
Employees
Students
Newspaper and magazine editors
Radio and TV station managers
Veterans groups
Student organizations

After the chapter has contacted some of the various organizations, it should be able to develop a list of available speakers from these organizations who have expressed a real interest in DECA activities. The chapter can work with these speakers so that they can speak to other groups and further publicize the program. The use of effective exhibits, such as charts, graphs, pictures, student projects, posters, flip charts, and some recent publicity coverage from newspapers and magazines, will give speeches more appeal and more interest and make them much more informative. Both effective speeches and displays or exhibits, however, must be preceded by very careful planning. The following sets of guidelines will help in preparing genuinely interesting public presentations.

Guidelines to Successful Speaking

Before Speaking

Have a purpose or goal in mind.

Choose a subject that is interesting, challenging, entertaining, timely, and familiar to speaker and audience.

Have a plan, and set a time limit.

Understand the audience, and adjust the material to it.

Use plenty of illustrations, stories, quotations, and similar interest-arousing devices.

Pay careful attention to the beginning and the ending.

Use repetition and restatement to emphasize main points and important ideas.

Find room for a bit of humor.

When Speaking

Be poised, neatly dressed, and confident.

Speak with vigor and enthusiasm.

Keep eye contact with listeners.

Let posture and movement be dignified and easy, gestures spontaneous.

Use language that is simple, colorful, and correct.

Enunciate clearly, and pronounce correctly.

Vary the pace; pitch volume, inflection, and pauses to avoid monotony.

Cultivate a warm, friendly, sincere manner.

Keep notes on small cards or not at all.

Observe the time limits set for the speech.

Techniques in Organizing a Speech

"Ho-Hum"

What will be the opening statement to get the audience's attention?

Why bring that up?

What will be the purpose? What will capture the audience's interest?

For instance

What examples, illustrations, etc. will keep the audience interested?

So what?

What will the speaker want the audience to do or leave with that they did not do or have before?

Guidelines for Displays and Exhibits

- Use pictures or slide presentations in color and action in a simple display so audience can grasp meaning faster.
- Hit the highlights. Do not try to show every little detail.
- Use photographs with meaning; too many cause confusion. Use photographs showing club members in action, some projects accomplished, business people who are participating, etc.
- Consider using a local advertising club, an art teacher, or the school's graphics department to help with the exhibit.
- Use the theme of the conference in displays or exhibits.
- Be prepared to close off areas or put up caution signs to protect exhibits.
- Use a simple background with good lighting; use colored lighting where effective.
- Secure some handout materials to explain further the exhibit.
- Use students to explain the exhibit.
- Use animation where possible.

Public relations, as stated earlier, involves using all media and other publicity channels available in order to advance the principles of DECA and to create and maintain a favorable image for the local chapter. The following list of public

Guidelines for Displays and Exhibits (continued)

relations suggestions is by no means exhaustive, and the local chapter should add other suggestions as it finds them successful. Also, many of the suggestions can be easily modified to conform to local circumstances.

Public Relations Techniques

- Make friends with the school reporter immediately and cooperate 100% with him or her.
- Get a journalism student for Chapter Reporter, if possible.
- Invite school reporter and local editor to DECA Employer-Employee functions.
- Have DECA Week declared and executed in cooperation with national and state associations.
- Give a vocational banquet in cooperation with other vocational services. Invite school board, administrators, Kiwanis president, Lions president, Rotary president, local editor, and other prominent people in the community who might have some bearing on the success of chapter plans.
- Make a sign to be placed near the community or on the school yard displaying the emblems of the vocational services offered in the school.
- Make booths for fairs or special exhibits whenever the opportunity presents itself.
- Make a large portable scrapbook to be displayed in store windows in town.
- Enroll civic groups to sponsor students in attending the DECA State Leadership Conference.
- Send articles to local papers about state and national meetings, as well as to various trade journals, Keeping in Touch, and New Dimensions.
- Provide tourist information in cooperation with the local Chamber of Commerce.
- Assist with civic welfare projects.
- Get business people to speak at group meetings.
- Have a Career Day.
- Entertain the Advisory Committee once each year.
- Assist with the school census.
- Cooperate with the Retail Merchants Association in promotional activities.
- Place cards in cooperating businesses stating that they furnish facilities for Marketing Education training.

Public Relations Techniques (continued)

* Write thank you letters to cooperating merchants at the end of the school year.

* Purchase DECA emblem stickers to be used in DECA publicity.

* Make a glass-enclosed bulletin board for hall to show location of Marketing Education classroom. The glass enclosure should be large enough for use as a showcase for important DECA happenings.

* Participate in "American Education Week" window display, news article, or project where several departments of the school are involved (May be the same as local DECA Week).

* Let training sponsors know the chapter can assist them in ordering training films for their in-service training.

In dealing with the media in your area, the chapter will need to look at all its activities, decide which of them are newsworthy, and then be determined to see them publicized. Most local chapters should seek coverage for the following activities:

Program organization
Special seminars
Enrollment increases
New projects
Chapter elections
Benefits needing public support
Advisory Committee organization
Advisory Committee meetings
Fashion shows
Outstanding speakers
Placement of students
National DECA Week
New equipment added to program
Graduate follow-up stories
District meetings
Outstanding achievements by students
Awards presented by Marketing Education/DECA
Tours and field trips
Chapter or program special events
Competitions with other groups
Graduate promotions
Member participation in local, state, national affairs
Civic events involving members
Scholarship awards
DECA activities
Unusual action at meetings
State and National CDC
Coordinator addressing groups
Officer training meetings
Businesspeople's breakfasts or luncheons
Student awards
Students working with merchants

Just as DECA has its Basic B's for financing chapter activities, it also has its Basic B's for working with the media:

Basic B's for Publicity

- Be the only person from the chapter to contact news media. Two members calling the same newspaper editor or program director are bound to bring conflict or confusion.
- Be quick to establish personal contact with the right persons at each newspaper, radio and television station in the area.
- Be sure to write everything down. Train the memory, but do not trust it.
- Be prompt in meeting every deadline.
- Be legible. Type news releases. Erase and correct errors. Do not use carbons except for the chapter's own file copy.
- Be accurate. Double check names, dates, places before submitting copy.
- Be brief. Newspaper space and air time are costly.
- Be brave. Do not be afraid to suggest something if it is a workable idea. Media people welcome original ideas when such ideas are practical and organized logically.
- Be business-like. Never try to obtain publicity by pressure of friendship or business connections. Never ask when a story will appear. Never ask for clippings.
- Be appreciative of all space and time given the chapter's publicity. The media giving it also have space and time for sale.
- Be professional. Members of the press are always invited guests. Never ask them to buy tickets or pay admission. Arrange a special "press table" for large banquets.

A Special Note on Newspapers

When dealing with newspapers, remember any contact is best made in writing. Newspapers prefer a written story or memo (include name and daytime telephone number) for all except important immediate news. Some community newspapers, however, will accept phone calls. Do not phone to ask . . .

- if it is possible to submit a story (just send it in)
- if the story arrived
- when it will be used (it is almost impossible to answer these questions on larger papers)
- to complain because all of the story was not used (it rarely is).

When calling a newspaper at all, be brief.

PARLIAMENTARY PROCEDURE

Parliamentary procedure is a uniform set of rules that govern the action in all deliberative assemblies (gatherings of persons who meet for careful consideration of facts and opinions and then act for some common end).

The purposes of parliamentary procedure are . . .

- to expedite business
- to maintain order
- to ensure justice and equality
- to enable a group to accomplish the purposes for which it was organized.

Parliamentary procedure is based on certain principles:

- the rule of the majority
- the rights of the minority
- justice for all
- courtesy for all
- one thing at a time.

The leading authority on parliamentary procedure is Robert's Rules of Order, Newly Revised.

ABC's of Parliamentary Procedure

A is for AGENDA--Prepare a new agenda for each meeting. Check off each order of business as handled, in order to know the next order of business.

B is for BYLAWS-- Chapters cannot operate with them.
BALLOTS-- To choose officers.
BOARDS-- To handle club administration between meetings.

ABC's of Parliamentary Procedure (continued)

C is for	CHAIRPERSONS and COMMITTEES-- Standing and Special, who assist in administration. CONVENTION-- to bring all members together at the end of the school year. CORRESPONDENCE-- which should be answered graciously.
D is for	DEBATE (discussions)-- in which members participate graciously. DUES-- They must be paid.
E is for	ELECTIONS-- where members use their ballot. EXECUTIVE SESSIONS-- where only members are allowed.
F is for	FLOOR-- how members designate their claims to speak and obtain the floor--who--when--how.
G is for	GAVEL-- used only to open and close meetings. The knowledgeable president does not juggle it, pound it, but uses it graciously and proudly, then passes it to the next president and does not try to keep a hand on it after leaving office.
H is for	HONORARY MEMBERS-- if the chapter has them.
I is for	INFORMATION-- Ask for it as an incidental motion. INQUIRY-- another incidental motion. INTRODUCTIONS-- Learn to give them correctly. INSTALLATIONS-- not necessary, but most clubs like them.
J is for	JOURNAL-- Journal of history, or Journal of minutes.
K is for	KINDNESS-- which is the basis of all group activity.
L is for	LEADERSHIP QUALITIES-- Members gain by participating in associations.
M is for	MOTIONS-- Main motion: 80% of all business is handled by a Main Motion: Subsidiary motions (7): Help correct Main Motions Privileged motions (5): Highest ranking set of motions Incidental motions (18) Restoratory motions: Main motions that handle motions previously presented and voted upon. MAJORITY AND MINORITY VOTES. MEETINGS-- where members get together. MEMBERS-- who make up chapter meetings. MINUTES-- which tell members what was accomplished.
N is for	NOMINATIONS-- and nominations lead to elections.
O is for	OFFICERS. ORGANIZATIONS.

ABC's of Parliamentary Procedure (continued)

P is for PARLIAMENTARY PROCEDURE-- which streamlines the meetings.
POLLS-- where members vote.
PRAYERS.
PRESIDENT.
PRIVILEGES.
PROGRAMS.
PROTOCOL.
PUBLIC COURTESIES.

Q is for QUESTION-- The pending question, which is the motion on the floor, and the Question of Privilege (Here again general ranks higher than personal, for the organization is bigger than the individual).
QUORUM-- Do not begin a meeting without one.

R is for RANK in office.
RECESS-- when needed.
RECOGNIZE-- which the chair does when a member rises to speak.
REFER-- as to a committee.
REPORTS-- which must be prepared.
RESOLUTIONS-- which must be prepared.
REVISE-- which the chapter does to Bylaws ever so often.
RULES-- Each chapter has them, and they are workable; once learned, they are easy to remember.

S is for SECONDS to motions. Be quick on this to get the motion on the floor.
SECRETARY-- who keeps the minutes.
SESSION-- which members hold.
STANDING RULES-- which are motions of continuous effect.

T is for TABLE-- where a motion is placed temporarily (it does not kill a motion).
TELLERS-- who count the votes.
TREASURER-- who handles the finances.
TRIAL of members-- if that ever becomes necessary.

U is for UNFINISHED BUSINESS-- Never say Old Business.
UNANIMOUS VOTE-- Often repeated, but rarely correct. Members may have General Consent, but a Unanimous Vote is not easy to obtain.

V is for VICE-PRESIDENT-- who presides when the President is absent.
VOTE--by voice, hand, rising, ballot, roll call, mail. By majority, by plurality (if allowed), and by two-thirds (if the vote restricts).

W is for WHY the rules?-- So members can find out the
WILL of the assembly.

X is for EX-OFFICIAL-- by virtue of office or right.
X-RAY-- which members should do to the club if it is retreating into mediocrity.

Y is for YOU-- the most important person in the club.

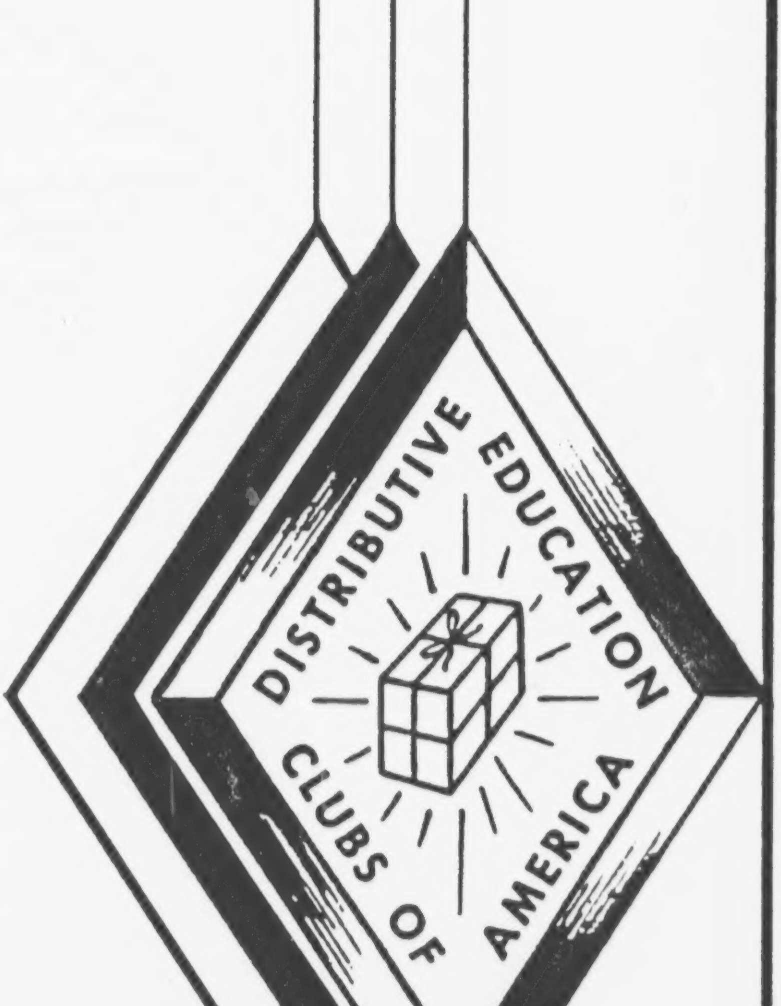
Z is for ZERO HOUR-- Now. The time members should know procedure. Procedure is an outline to good public relations and human relations. Today, everyone works with and through groups. People are never alone in their thinking or their ideals.

SUMMARY OF MOTIONS

KIND OF MOTION	**Interrupt Speaker**	**Second Required**	**Debatable**	**Amendable**	**Vote Required**	**Purpose**
Privileged Motions						
Fix time to adjourn	No	Yes	Limited	Yes	Majority	To set definite continuation time.
To adjourn (unqualified)	No	Yes	No	No	Majority	To end meeting.
To take a recess.	No	Yes	Limited	Yes	Majority	To briefly interrupt meeting.
Question of privilege	Yes	No	No	Yes	Chair rules	To obtain urgent action immediately.
Call for Orders of Day	Yes	No	No	No	None	To secure adherence to business.
Subsidiary Motions						
Lay on the Table	No	Yes	No	No	Majority	To set temporarily aside an item of business.
Previous question	No	Yes	No	No	Majority	To close debate immediately.
Limit or extend debate	No	Yes	Limited	Yes	2/3	To provide more or less time for debate.
Postpone Definitely	No	Yes	Limited	Yes	Majority	To delay action.
Refer to Committee	No	Yes	Limited	Yes	Majority	To place business in hands of a committee.
Amend	No	Yes	Yes	Yes	Majority	To modify a motion.
Postpone Indefinitely	No	Yes	Yes	No	Majority	To keep motion from coming to a vote.
Main Motion						
General	No	Yes	Yes	Yes	Majority	To introduce new business.
Specific:						
Take from table	No	Yes	No	No	Majority	To continue consideration of question.
Reconsider	Yes	Yes	Yes	No	Majority	To allow another vote on question.
Rescind	No	Yes	Yes	Yes	2/3	To repeal previous action.
Adopt Resolution	No	Yes	Yes	Yes	Majority	To declare facts, opinions or purpose as an assembly.

KIND OF MOTION	Interrupt Speaker	Second Required	Debatable	Amendable	Vote Required	Purpose
Adjourn (qualified)	No	Yes	Limited	Yes	Majority	To end meeting.
Create orders of Day (special)	No	Yes	Yes	Yes	Gen: Maj. Spec:2/3	To set future time to discuss a special matter.
Amend (Constitution, etc.)	No	Yes	Yes	Yes	2/3	To modify or alter.
Incidental Motions						
Suspend Rules	No	Yes	No	No	2/3	To permit action not possible under rules.
Withdraw Motion	No	No	No	No	Majority	To withdraw motion before voted on.
Read papers	No	Yes	No	No	Majority	
Object to Consideration	Yes	No	No	No	2/3	To prevent wasting time on unimportant business.
Point of Order	Yes	No	No	No	Chair Rules or Majority	To enforce rules of organization
Parliamentary Inquiry	Yes	No	No	No	None	To ascertain correct parliamentary procedure.
Apeal from Decision Chair	Yes	Yes	Limited	No	Majority	To ensure majority of assembly supports ruling of chairman.
Division of House	Yes	No	No	No	Majority	To secure a counted vote.
Division of Question	No	Yes	No	Yes	Majority	To secure more careful consideration of parts.

V.
LEADERSHIP DEVELOPMENT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OPPORTUNITIES FOR LEADERSHIP

Opportunities for leadership roles in Virginia DECA for students and chapter advisors are numerous. Both the Policy and Planning Committee and the Board of Trustees provide recognition at the state level through a democratic election procedure. Opportunities for student leaders to emerge is paramount in the planning and execution of all student-centered events. These student activities provide for local leaders to participate in professional meetings or workshops on a district or regional basis. Training of students at the local level by competent, professional teacher-coordinators provides the foundations for achievement.

At the secondary level, specific leadership development activities are provided through the organization of districts. These districts each comprise approximately ten local chapters and hold an annual District Leadership Conference. At these district meetings, student leaders from local chapters preside at general sessions and compete in various events. One such leader is selected to represent his or her district as the District Vice-President.

During the summer following this selection and the election of the Virginia DECA State Officer Team, these student leaders are provided a week of intensive training by the District Advisors, the State DECA Advisor, and the State Officer Advisors. In this way, the students have an opportunity to develop a state-level program of work, gain more expertise in their leadership role, and perhaps become inspired to set their sights for higher elective office.

Role of District in DECA

- Provides for more student involvement in competitive events and other activities of the youth program
- Promotes individual group interaction
- Provides an opportunity for each Marketing Education student to gain additional knowledge about marketing
- Brings a large-scale program to a realistic learning experience level by providing an opportunity for each student to participate and benefit from a realistic conference

Role of District in DECA (continued)

- Provides for professional contact with business, industry, and educational leaders
- Provides increased recognition for the membership
- Enhances the personal and professional growth of members
- Provides an opportunity for chapter members to meet Marketing Education students with similar career interests from other schools and learn about the activity programs of other DECA chapters

Secondary Division District Conferences

Purposes

The concept of District Conferences evolved along with the concept of a district level of organization within the State Association. The tremendous expansion in membership at the local level because of increased enrollment in the Marketing Education programs created problems in operation, but even more serious was the problem of continuing to provide meaningful experiences closer to the local level. For this and other reasons identified in the previous organization section, two major conferences now exist at the district level-- the Fall Event and the District Leadership Conference.

Fall/Spring Event

Usually between September 15 and December 15, a Fall Event is held in each district for DECA members in the district. The purposes of this conference are to orient members to the role of DECA in their training, furnish guidance in planning local activities, and maintain unity of purpose among the local chapters. The host of the Fall Event is a local chapter of DECA, and usually the meeting place is that host school.

The program for the Fall Event is usually determined through a district planning meeting and involves suggestions from student leaders and teacher-coordinators. Basic to the planning is the leadership provided by the District Advisor and the

Fall/Spring Event (continued)

District Vice-President. Local chapter presidents provide specific input from their respective chapter members. Regardless of the specific items on the Fall Event's agenda, the activities are designed to . . .

- Develop understanding of the Virginia DECA organization and management aspects on the local, district, state, and national levels
- Assist in developing better channels of communication, horizontally and vertically
- Demonstrate effective techniques of meeting control
- Stimulate interest in and enthusiasm for DECA activities on a local, district, state, and national level
- Provide for an exchange of ideas for developing effective programs of work
- Provide practice in and discussion of leadership development in potential and recognized leaders.

District Leadership Conference*

This conference has a major objective to encourage maximum participation by students in various competitive events. The incoming District Vice-President may also be selected at this time. The meeting is open only to those students and advisors who are participating in or directing an activity or competitive event at the conference.

Since the agenda or program of events is fairly constant, some districts hold planning meetings, with the District Advisor providing the leadership in organizing and directing the entire meetings. Local teacher-coordinators serve as advisors (not judges) to the competitive events and are often responsible for obtaining and training judges for the various events.

It is usual procedure to have an awards banquet or ceremony following the competitive events to recognize competitors, winners, judges, and school personnel involved in the program.

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*For the complete District Leadership Conference Training Handbook, see Appendix C.

Role of District Advisor and District Vice-President

The function of this leadership team in each district is to give the much needed central direction in planning all district activities. Such direction gives local chapters an immediate clearinghouse and source of information on all DECA matters. District Advisors represent the area supervisors, and the District Vice-Presidents represent the state officers. They are prepared to provide the services listed below. Full cooperation and teamwork from all advisors and chapter members in the district are essential to the success of this organizational pattern.

District Advisors

- Chair all district planning meetings.
- Select host chapter and date for Fall Event and competitive events.
- Assign responsibilities for contests, program, registration, speakers, equipment, and travel for all district activities.
- Act as a clearinghouse for any questions pertaining to DECA and provide clarification needed for any policies.
- Consult with coordinators on chapter standards, program of work, finances, and scholarships.
- Direct and encourage the development of DECA District Scholarships.

District Vice-Presidents

- Install local officers.
- Speak at chapter meetings on DECA topics.
- Assist with local officer training sessions.
- Act as a source of information in planning chapter activities.
- Preside at District Fall Event and District Leadership Conference (DLC).
- Assist with planning Fall Event and DLC.
- Represent district at State Leadership Conference.

Criteria for Selecting District Vice-President

Qualifications

- * Must be a member in good standing in local and state DECA
- * Must have been accepted and must have agreed to continue in Marketing Education program the following year
- * Must have a minimum grade point average of 2.0, based on 4.0 for an "A", a 3.0 for a "B", and 2.0 for a "C." (Average figured on all subjects for the three previously completed semesters)
- * Must agree and have approval by parents and school administrators to attend the State Leadership Conference and the Leadership Development Institute following the appointment
- * Must demonstrate a sincere interest in DECA and a willingness to serve, if appointed

Procedures for Selection

- * Each candidate must submit the official District Vice-President Candidate Blank accompanied by an official transcript to the District Advisor at least ten days prior to the District Leadership Conference.
- * Candidates will be interviewed by a committee made up of one representative from each chapter in the district. It is recommended that the outgoing District Vice-President serve as an ex-officio member of the selection committee.
- * If the District Vice-President cannot comply with the training requirements, the student will be replaced by an alternate. The area supervisor and District Advisor will determine justification for replacement. If no alternate exists, the District Advisor will appoint a student replacement with the approval of the area supervisor.

State Leadership Conference*

The Virginia DECA State Leadership Conference should be an inspiration to all DECA members who attend. Here they have the opportunity to meet and exchange ideas and experiences with their fellow members from all parts of the Commonwealth. All members who attend participate in the delegate sessions, workshops, professional meetings, competitive events, and all, of course, enjoy the social events in an impressive atmosphere.

Attendance at the State Leadership Conference is open only to those local chapter members who have excelled in the competitive events or in leadership activities. The number of official chapter representatives (voting delegates) is based on the number of members in a local chapter as indicated in the Virginia DECA Constitution.

The length of the State Leadership Conference depends on the size of the respective division, the housing and meal accomodations, the program of events, and expenses involved.

Each State Leadership Conference seems to excel the previous conference. The many months of planning, organizing, and training on the part of both students and adults are evident as the program of events unfolds. Students and adults have the opportunity to attend leadership sessions and social functions featuring guest speakers of state and national importance. Business sessions and agendas for all sessions are conducted by the respective divisions' state officers. An inspiration to adults and students alike, competitive events involve the very best of the Virginia Marketing Education students, and the judges include specialists and professionals from the field of marketing.

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*For the complete State Leadership Conference Training Handbook, see Appendix D.

State Officer Elections

One of the most important orders of business at the State Leadership Conference is the election of state officers. The following regulations govern the nomination and election of state officers.

Officer Qualifications

1. A chapter may enter any number of candidates in state elections; however, an officer candidate must attend the SLC as a delegate or contestant.
2. The candidate must be an active member in good standing with the local chapter and in Virginia DECA and be enrolled in an approved Marketing Education program. Active members may seek any office for which they are eligible.
3. The candidate must submit a completed Officer Candidate Blank with an official transcript and a verification sheet no later than the final date set for all entry blanks prior to the State Leadership Conference.
4. The candidate must have a minimum grade point average of 2.5, based on a 4.0 for an "A" , 3.0 for a "B", 2.0 for a "C, 1.0 for a "D", and 0 for an "F." The 2.5 grade is to be determined by the local coordinator based on the local school's grading scale. The grading scale must be attached to the transcript.
5. All candidates must appear before the Nominating Committee at the State Leadership Conference and must be interviewed and approved by the Nominating Committee to seek election.

Testing Procedures

1. At SLC, each candidate for state office in the high school division must appear before the Nominating Committee and be tested on parliamentary procedure, DECA information, and leadership ability.
2. The oral/written testing provides the Nominating Committee with an opportunity to measure an officer candidate's ability to express himself/herself effectively and to determine the candidate's sincere interest in DECA.
3. All candidates may be given a situation and asked to demonstrate (role play) their ability to serve Virginia DECA as a future officer.

Nominating Committee Procedures

1. Members of this committee will be selected by the consultant in charge of the election procedures before the State Leadership Conference convenes.

2. The Nominating Committee will be made up of active members of Virginia DECA from two or more areas when possible.

3. The Committee will (1) interview each candidate fairly and objectively to determine eligibility to seek office; (2) select a slate of officers; (3) have the power to shift a candidate from one office to another to provide at least two candidates for each office. (The candidate, however, retains the right not to be shifted.)

4. The slate of officers as recommended by the Nominating Committee will be announced at an early conference session. This gives other eligible officer candidates an opportunity to be nominated from the floor. The Committee reserves the right to place all eligible candidates on the slate.

Campaigning

1. Officer candidates may begin setting up their campaign booths immediately following registration with the Nominating Committee.

2. All campaign material must be displayed in the campaign area except during the nominating and election sessions. Campaign materials may not be attached to the walls or other hotel property. Any materials displayed in this manner will be removed.

3. Literature or other material promoting a candidate for state office may not be distributed, used, or displayed in any regularly scheduled meeting except the election session.

4. Receptions or social activities sponsored by an officer candidate for conferees are PROHIBITED.

5. One session is reserved for campaigning, demonstrations, and/or speeches on behalf of the candidates for state office. Local chapters are urged to use their imagination and initiative in creating novel ways to present their candidate. Any damage as a result of materials used during this session will be the responsibility of the local chapter.

6. It is not advisable for candidates to use such campaign materials as hard candies, chewing gum packages, and other such items that might injure one of the voting delegates if the items are thrown into the audience. A candidate should avoid this type of campaign material.

7. Only official student voting delegates are to campaign or speak on behalf of a candidate during the election session. No coordinator, supervisor, or other adult is to campaign on behalf of a candidate.

Campaigning (continued)

8. Violation of campaign rules may jeopardize a candidate's opportunity to seek office.

Election Procedures

1. At the time of elections, delegations will be seated by districts and a roll call of chapters will be taken. After the roll call, the names of chapters not present on the first roll call will be called again. If they are not present for the second roll call, they will not be entitled to vote. (NOTE: An alternative roll call system may be used if voting machines or ballot boxes are used.)
2. Following roll call, the state officer in charge of the Nominating Committee will present the slate of officers to the delegates.
3. Nominations from the floor will then be open. (Nominations from the floor will be accepted only if the prospective candidate has been declared eligible by the Nominating Committee.)
4. After nominations are completed, candidates will then be given an opportunity for campaign speeches. Candidates so nominated will be given three minutes, except for those running for the office of President, who will be given five minutes.
5. Balloting will then proceed under the direction of the Nominating Committee. If one candidate for office does not receive the majority of votes on the first ballot, then the candidates will be narrowed to the top two, and another vote will be taken to elect the officer.

Duration of Official Duties

1. Newly elected officers will assume their official duties as officers in Virginia DECA after they have received training at the Leadership Development Institute in June.
2. Officers will be expected to attend the Leadership Development Institute in June, planning sessions in August and November, the next State Leadership Conference in March, and the Career Development Conference in April.

NATIONAL CAREER DEVELOPMENT CONFERENCE

Approximately three percent of the nation's top DECA members from the 50 states and Washington, D.C., Puerto Rico, Guam, the Virgin Islands, and Canada depart for the location of the annual National Career Development Conference of DECA each year. One of the greatest honors members of DECA can receive is representing their home state in the activities of this national meeting. The privilege to attend is not granted--it is earned by the individual or the chapter.

There are almost 200 exciting activities throughout the conference, all planned and designed to provide leadership development for tomorrow's leaders in marketing. Many of the sessions are prepared and conducted by the national officers of DECA, who are assisted by other outstanding student leaders from DECA's state associations.

Competition also fills the conference halls as state winners compete for DECA's top awards in its program of competitive activities and projects. Hundreds of outstanding leaders in business, government, and education serve as judges for the many areas of competition. Students in DECA blazers nervously await their turn to enter one of the more than 50 rooms where competition takes place. Eight finalists are chosen in each event with three of these students receiving the first, second, and third place national trophies. These winners are announced and awards presented during the Awards Sessions on the last night of the conference. Delegates at the National Conference also participate in the stimulating and exciting workshops offered, which include career, professional, and motivated sessions with outstanding activities on each agenda.

Those who earn the privilege to attend will experience one of the most rewarding trips of their lives, and the CDC will make them all proud to be a part of DECA.

National Officers

At the National Career Development Conference, delegates elect the national DECA officers. The following information concerns the national elections:

- As specified in the National DECA Officer Candidate Procedures Bulletin, it is the responsibility of the State DECA Advisor to determine procedures for selection of national DECA officer candidates.
- All members interested in seeking a national DECA office are requested to read carefully both the High School National Officer DECA Candidate Procedures Bulletin and the section on officer responsibility in the National DECA Handbook. Specific details concerning rules and regulations for national officer campaigning will be sent to state approved nominees prior to the National DECA Career Development Conference.
- Eligibility is based on national DECA membership, and a minimum standard of 2.5 (based on an A letter grade of 4.0 for the two previously completed semesters prior to the National Career Development Conference) is required. Candidates must also be holding or have held an elected state, district, or chapter office.
- National DECA officer candidates will appear before the same Nominating Committee as those running for state office; in addition, they will be tested on their knowledge of National DECA. A maximum of two candidates who qualify as Virginia DECA's nominations for national office will be announced at the State Leadership Conference.

DECA AWARDS, CERTIFICATES, AND SCHOLARSHIPS

DECA grants many awards and certificates to its outstanding members at both the state and local levels. The organization also grants college scholarship awards to meritorious DECA members.

Virginia DECA Awards and Certificates

The Virginia DECA Association recognizes leadership and accomplishment by awarding trophies, plaques, and medals. Most are given during the State Leadership Conference. In addition, many certificates, which recognize merit in both students and adults, are given during the State Leadership Conference and throughout the year. The major state awards are as follows:

Recognition of Leadership:	This award is given to those state associations and district officers who have completed a state officer training program.
Outstanding Service Award:	This award may be given to business leaders, organizations, and state education leaders who through their efforts have added to the growth of the program in the state.
Honorary Membership:	An Honorary Membership in the Virginia Association of the Distributive Education Clubs of America is the highest award Virginia DECA can bestow upon an individual. In order to receive a Virginia DECA Honorary Membership Award, an individual must first be recommended by someone in the field of Marketing Education. Individuals being nominated must come from the fields of marketing or education.

Local Chapter Awards

Through the presentation of trophies, plaques, and medals, chapters recognize leadership and accomplishment by both students and adults. Certificates are often given in recognition of special achievement and assistance.*

Project Award:	This award may be presented to a student who conducts an outstanding class or chapter project during the school year.
Certificate of Appreciation:	This certificate may be given to individuals who speak at professional meetings, to training station sponsors, faculty members, school administrators, or others who assist in the professional growth of chapter members.
Outstanding Service Award:	This award may be given to business people, school officials, civic leaders, companies, and organizations who have contributed to the success of the Marketing Education program and DECA in the school.
Honorary Membership:	This is the highest award a chapter can bestow on an individual. This award, usually given to one or two persons each year, recognizes meritorious service in assisting in the professional growth of DECA members.

Virginia DECA Foundation Scholarship Awards

The DECA Scholarship Awards Program is made possible by gifts, donations, and contributions for interested individuals, organizations, business firms, and by a nominal portion of the individual student fees paid to Virginia DECA. The program is administered by the Virginia DECA Board of Trustees, and it is the hope of the Board that this Awards Program may be continued from year to year. The Board, however, reserves the right to alter or discontinue the program as circumstances warrant.

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*Chapter certificates may be purchased from the DECA Supply Service/11722 Drive/ Rockville, Maryland/ 20852.

Purpose of the Program

The scholarship awards are sums of money given to worthy members (or previous members) of the Virginia DECA Association to further their education in marketing, or to prepare themselves for careers as teacher-coordinators of marketing education.

Amount to be Awarded

The amount to be paid each recipient is based on the recommendation of the Scholarship Selection Committee. The total amount available is determined by the Board of Trustees.

Method of Payment

The scholarship awards are paid directly to the business office of the school in which the recipient is enrolled. The awards are usually paid twice during the school year and upon verification from the business office that the student is still enrolled. When a student is accepted by a college, a letter will be forwarded to the business office indicating the amount and requesting verification of enrollment. The business office will receive funds only after it has confirmed the student's enrollment. After the student has completed the first term, or in mid-year, he/she must write the DECA Scholarship Chairperson, indicating progress in school, submitting a transcript, and requesting the other half of the scholarship money.

Claiming Period

Since the scholarship awards are granted only once each year, the student must be enrolled in school the fall following the award or forfeit the right to the funds. Should the student not be able to attend school in the fall, the funds will likely be awarded to another student.

Eligibility

Any high school senior or graduate who is, or has been an Active Member of Virginia DECA, who intends to pursue a two-year or four-year program of study, full-time or part-time, in marketing, business administration, or marketing education teacher training, is eligible for an award. Previous winners are eligible to apply again.

Criteria for Awards

Awards are made on the basis of the following criteria:

- Ability to perform college-level work
- Evidence of career interest in marketing or marketing education
- Character
- Demonstrated scholastic ability
- Record of employment
- DECA participation and accomplishments
- Financial need (considered only when applicants are equal in all other considerations).

Statement of Intent

Applicants will be required to submit on their applications a Statement of Intent regarding the program of study they intend to pursue, their career goal, and their ambitions upon receipt of award, together with the name and location of the college they plan to attend.

Eligible Schools or Colleges

Applicants may select any recognized post-high school institution or four-year college offering courses designed to prepare students for careers in marketing or marketing education.

Confidentiality

All information required of applicants will be seen only by the Scholarship Selection Committee. No unauthorized persons will have access to it at any time.

Application Process

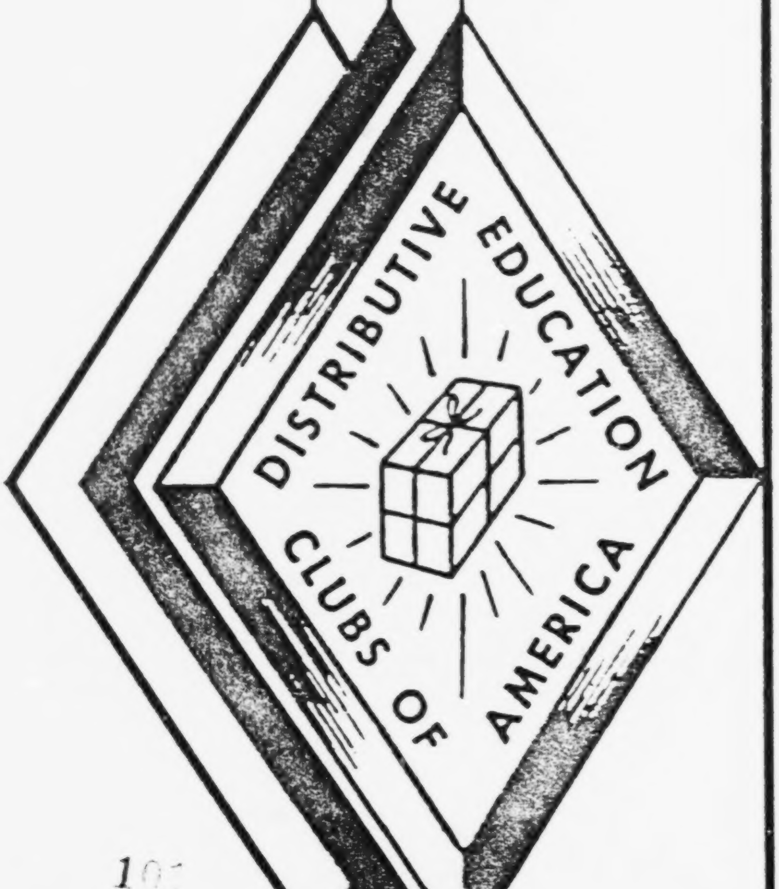
In order to be considered for a scholarship award, applicants must follow these three important steps:

1. Arrange to take the Scholastic Aptitude Test in their school or community at the earliest possible date.
2. Apply for admission to the college of choice. An application for a DECA award is not the same as an application for admission to college. Also, applicants should apply for admission to more than one college because their first choice may not be available.
3. Obtain an application form for this award through the marketing education teacher-coordinator, or any other marketing education official. Complete and submit the application with substantiating evidence (transcript, letters of recommendation) by the deadline announced each year.

Selection Process

Applications will be reviewed by a special committee and ranked in order of merit with other applications. Finalists will be notified prior to the State Leadership Conference. They must attend the State Leadership Conference as a delegate from their chapter, as a competitive event entry, or as a special delegate serving as a scholarship finalist. Finalists for all scholarships will be interviewed at the State Leadership Conference. Scholarship awards will be presented at the State Leadership Conference and will become official when the recipients are enrolled in the colleges to which they have been admitted.

VI.
APPENDICES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INDEX TO APPENDICES

Page

Appendix A: DECA Publicity Guidelines A-1

This appendix is specifically designed to assist the Chapter Reporter and the Chapter Publicity Committee in preparing material for use by the public media and for other promotional activities.

Appendix B: DECA Employer-Employee Social Function B-1

Appendix B will be helpful to local chapters in planning their major employer appreciation event each year.

Appendix C: DECA District Leadership Conference Training Handbook C-1

Appendix C will help prepare DECA members who attend the District Leadership Conference.

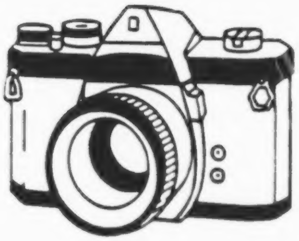
Appendix D: DECA State Leadership Conference Training Handbook D-1

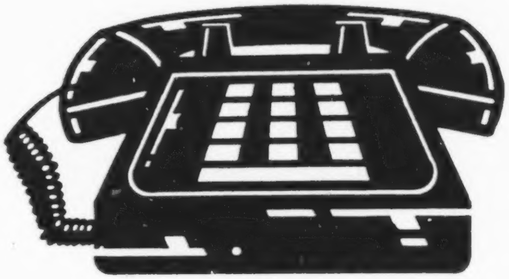
Appendix D will help prepare DECA members who attend the State Leadership Conference.

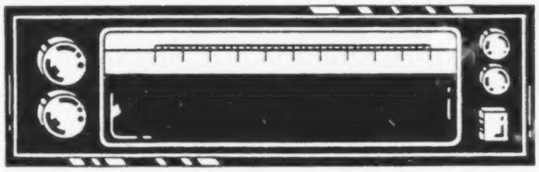
Appendix E: DECA Yearly Calendar of Events E-1

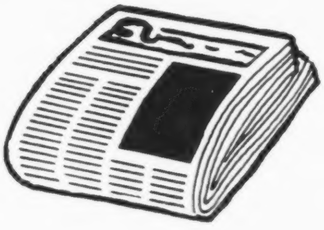
Each local chapter will prepare its own yearly calendar of events. The one shown here is intended only as a model.

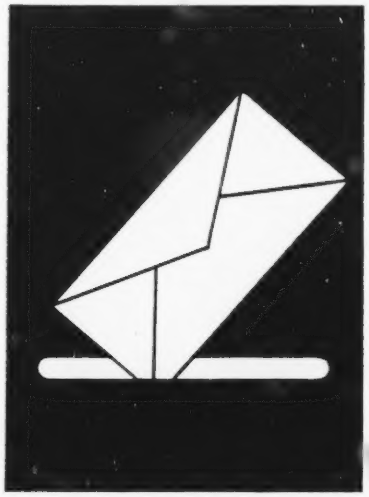
DECA
PUBLICITY GUIDELINES











APPENDIX A

DECA PUBLICITY GUIDELINES

SUBMITTING ARTICLES TO NEWSPAPERS A-5

PREPARING MATERIAL FOR RADIO AND TELEVISION A-10

PREPARING A NEWSLETTER A-15

USING PHOTOGRAPHY A-16

GLOSSARY: PUBLICITY TERMINOLOGY A-18

SUBMITTING ARTICLES TO NEWSPAPERS

General Hints

A newspaper is a business operated for profit; it is not a public institution or a charity. Its editors must present an appealing and interesting product to a wide cross-section of the community's readers and advertisers, a product that has a balance of international, national, and local news, editorial opinion, and entertaining features.

A newspaper receives many more requests for its space than it is economically or physically possible to grant. Local DECA chapters are competing with hundreds of organizations, institutions, and individuals for very limited space. Although it is impossible for newspapers to use everything submitted, the local chapter can improve its chance by using standard journalism guidelines and practices.

The publicity chairperson can be a valuable information channel IF the information is timely, accurate, interesting, and well presented.

The publicity chairperson must also fill a public-relations role, cooperating when asked to make photo arrangements, obtain additional information, set up appointments, or perform other such chores. This role also includes educating chapter members, if necessary, so that they also will be cooperative and knowledgeable when working with the press. Chapter officers and members should leave relations with the newspapers to the publicity chairperson--that's his or her job. Duplication causes confusion and wastes time.

Development of Media Contacts

1. Develop contact.
    a. Make an appointment to meet with media personnel. Find out their requirements and procedures. Remember to be brief--they are busy people.

1. b. Ask these questions:
    - (1) When is the deadline?
    - (2) How should the copy be presented?
    - (3) What type of picture is desirable?
    - (4) What does the media contact recommend?

    c. Leave your name, address, phone number, and name of program.

    d. Write down contact's name, title, phone number, and exact mailing address.

2. Assemble publicity materials.

    a. Use a publicity handbook or this manual as a guide in preparing copy.

    b. Obtain complete information on chapter members to include:
    - (1) Name (correct spelling)
    - (2) Home address
    - (3) Parents' names
    - (4) Hometown paper (and address).

    c. Develop a program of events and special functions for the coming year. Use a notebook or desk calendar to indicate deadlines.

3. Assemble publicity tools.

    a. Obtain a typewriter--all copy must be typed.

    b. Keep a scrapbook of printed copy--it will help in writing future copy.

Writing of News Releases

Five points are important to a good news release: WHO, WHAT, WHEN, WHERE, and WHY. If possible, a sixth, HOW, should be included.

It is important to get all these points in the first sentence or two, whether writing for newspapers or broadcasting. These first sentences are called the "lead." A good lead captures the attention of readers or listeners and makes them want to know more about the activity or project.

Next, go into the details of the story. Each succeeding paragraph should be of declining importance. Professionals call this writing technique the "inverted pyramid." It permits editors to pick up the important facts of a story in the first few lines. Then, if they do not have space or time to use the whole release they can cut it from the bottom, where least important details are given. This is true of both print and broadcast media.

Use short words. Write short sentences, short paragraphs. Two sentences make a good paragraph in a news release.

Be brief. Almost every news release can be written on one or two double-spaced, typewritten pages. Two pages double-spaced will fill about 12 inches one newspaper column wide. This is a lot more space than most editors can give one item.

Writing of News Releases (continued)

Always give exact date in a news release: "June 10" rather than "next Thursday" or "tomorrow"; specify "October," not "next month"; double check date and day of week on calendar.

List the address as well as the name of a meeting place. Remember, the writer is writing for people who do not know.

Never use a word in news release that would not be used in everyday conversation. Never use a ten-cent word instead of a good five-cent one.

Forget all about adjectives when writing a news release. Remember, beauty is in the eye of the beholder.

Do not say a tea table was "lovely," or a speaker "dynamic". If either is worthy of special attention, describe the table setting, or relate the gist of what the speaker had to say that was memorable.

If there are figures in your story, always spell out numbers from one to ten, then use numerals from 11 on up. Never begin a sentence with numerals.

Typing of News Releases

News releases should always be typewritten.

Use 8-½ x 11 plain white paper. This is standard business size. Odd sizes make an editor's job difficult. Use a good quality paper that can be handled without tearing. Never use onion skin or tissue weight.

Never send carbon copies. Carbons smear easily, causing possible errors in spelling or names or in dates and hours. They also make an editor's hands dirty! If numerous copies are needed, mimeograph them. That lets editors know others are getting the same release, and they can rewrite it a little for individuality.

When identical, individually typed releases are sent out, be sure to list at the top of the release just which newspapers and broadcast outlets are getting identical stories. This is a must.

Be sure to keep a copy of every release sent out.

Leave ample margins (1-½ inches) on each side of the paper.

Give full reference data in the upper left-hand corner of the first page. This can be singled-spaced. List the name of the club, writer's name, street, and city address. Be sure to list writer's phone number.

Next, type the release date in the upper right-hand corner. Stipulate "For Immediate Release" if at all possible. This means the editor or broadcasters can use it at once. A request for a specific publication date should read "Release After 4:00 P.M., Thursday, June 10, 19 . . . ." "Hold" releases complicate an editor's task, so avoid whenever possible.

Typing of News Releases (continued)

Always start typing copy one-third of the way down the first page. The editor needs this space left open in order to write a head for the story and give other instructions.

Type double-space or triple-space on one side of the paper only. Indent each paragraph at least five typewriter spaces.

If the story must run more than one page, write "More" at the bottom of each page except the last. Always end each page with a complete sentence and paragraph.

When the release runs more than one page, type club name at the top of each succeeding page. Drop down one inch below this and continue the story.

Type a few # # # under the final paragraph of the news release.

Many newspapers supply a style sheet on request, telling how they capitalize, abbreviate, spell, and punctuate their copy. Follow the editorial style of each paper carefully.

Check each news release for absolute accuracy in typing. Make sure all names, dates, hours, and places are correct.

If there are unusual places, put a small check over each one to let the editor know they have been checked for accuracy.

Never staple the pages of a news release. They must be separated in the news room and may be torn in the process.

News Release Checklist

YES	NO		
________	________	1.	Is the news release "newsworthy"?
________	________	2.	Is the news release in clear, easy-to-understand words?
________	________	3.	Are all facts, figures, dates, and spellings correct?
________	________	4.	Is the copy typed and easy to read?
________	________	5.	Is the copy double- or triple-spaced on white paper 8-½ x 11 inches on one side only?
________	________	6.	Is writer's name, name of organization, address, phone number, and date located in the upper left-hand corner of the first page?
________	________	7.	Is the release date indicated in the upper right-hand corner of the first page?
________	________	8.	Is a list of other media receiving the same news release included?
________	________	9.	Is the copy started approximately one-third of the way down the first page?
________	________	10.	Are the left- and right-hand margins at least 1-½ inches?
________	________	11.	Is the word "More" capitalized and in parentheses to indicate more of the story on the following pages (if applicable)?
________	________	12.	Is the name of the organization at the top of each page of copy?
________	________	13.	Is the copy ended with an end mark (# # #)? NOTE: "30" also indicates the end of the last paragraph.

Make sure all questions are answered with a YES before submitting a news release to the news media.

PREPARING MATERIAL FOR RADIO AND TELEVISION

General Hints

The broadcasting industry, linked intimately with enormous audiences, offers unparalleled opportunities for organizations working for the public good.

Broadcasting is under no obligation to grant time to any specific group. There is no law that says a station must devote a fixed amount of time to community organizations, but stations pride themselves on being alert to community needs.

To be successful, the local chapter should be acquainted with the various ways a station can be of assistance. Basically, public service programming falls into two broad categories:

PROGRAMS

Specials--Interviews, panel or group discussions, demonstrations, etc., in either a series or in a one-time-only presentation

Segments--Similar but shorter presentations inserted as "participating" features of other programs

OTHER ON-AIR EXPOSURE

Spots--Brief announcements made at various times during a broadcast day

Personality Spots--Announcements by on-the-air personalities such as disc jockeys, farm directors, or directors of women's features

News Items--Short stories that are included in regular local newscasts and give briefly the who, what, when, where, and why of a newsworthy event

Editorials--Statements prepared at the station that present the station management's viewpoint on community programs and projects.

Selection

Before contacting a local station, have the answers to these key questions:

WHAT is the intended message? Is the basic idea clear?

WHO should receive the message? Is it of general interest to a large segment of the listening and viewing audience? Can it be tailored to those in the intended target audience?

HOW can the message be best put across? Does it have enough general interest for a special program? Would a brief announcement serve as well?

Answers for these three questions, particularly the WHAT of the message, will largely determine success in getting free air time.

REMEMBER:

> Public service announcements carried on radio and television MUST be on behalf of nonprofit organizations. DECA is a nonprofit organization.

Contact

Time and available facilities vary widely from station to station. Contact the program producer and/or director or the station's education or public affairs director.

Call the contact person and find out if public service time is available and, if so, the types of programming the station offers. Offer to visit the station for further discussion, if this seems advisable (be sure to make an appointment).

Know stations and their programs. Listen to or watch local shows first to gain knowledge of formats and procedures.

Competition

Competition is tough. Broadcasters face a tremendous demand for free public service time, and not all appeals can be honored. Radio and television stations provide millions of dollars worth of time and facilities each year for many worthwhile community programs, but there just aren't enough hours in a day to satisfy every

Competition (continued)

request received. A broadcast station's "product" is its air time, and air time cannot be expanded (like a newspaper) if some extra material turns up.

Remember, too, that the local chapter will be competing with many other groups who believe firmly that their own projects and programs are equally deserving of attention.

To enhance chances of getting public service time, make certain that. . .

> The message is important and of widespread interest and it is presented in the best possible form.

Coöperation

All types of programming, from 90-minute spectaculars to brief spot announcements, require planning in cooperation with the station.

* Be prepared to submit specific facts and workable ideas. Do not waste the station's time on a fishing expedition with vague generalities.
* Accept suggestions. You will be working with experts in a field that probably is alien.
* Recognize limitations. A 30-minute interview might seem ideal for your purpose, but spot announcements, if well done, are much better than a long program inadequately prepared.
* Do not expect radio or television stations to change formats and/or habits just to suit individual needs.
* Check with the station first about appeals for funds. Many stations have a policy against it.

Tape and Film

Go modern. Do not overlook the possibility and flexibility of tape and film. Ask the contact person about possibility of its use.

* An interview can be recorded, taped, or filmed when it is mutually convenient, then aired at a more desirable time.
* Spot announcements, if recorded or taped, can be aired a number of times.

Tape and Film (continued)

- If less air time than planned actually becomes available, a taped or filmed program can be edited to fit the available time.

Promptness

Once an interview or an on-the-air appearance is arranged, be on time. An appointment or appearance that must be cancelled because of lateness might well be the last one granted.

Promotion

Do not forget the value of promotion . . . spread the word among chapter members and friends of radio and television activities.

Publish the time and place of each presentation in regular publications or in special bulletins. Include the when and where in newspaper releases. Announce each event at meetings, and ask those who attend to pass the word along to other members and their friends.

Appreciation

After a presentation has been made, send a letter of appreciation to station personnel for their help. Also let the station know of any reactions to programming. The station is vitally interested in the response to programs.

Radio and Television Do's

Submit all program copy to the program director or promotion director as far in advance as possible. Ten days would not be too soon.

Get a news release to the news director as early as possible, a week in advance is preferable.

Type all copy and triple space on 8-½ x 11 inch paper, using one side only. Start one-third of the way down the first page. Leave ample margins.

Radio and Television Do's (continued)

Use a clean ribbon for legible copy. Provide extra copies if requested.

Put the name of the organization, writer's name, address, and telephone number at the top of each item.

Give all the facts--the what, when, where, who and why of the activity. Be sure to give specific starting and ending dates, such as "Use between July 4 and July 7, "not "Monday through Thursday."

Write all copy for the voice--a bit more informal in style than copy written only for the eye.

Provide a biographical sketch of any person to be interviewed, along with six or eight points to be covered. If the name is difficult to pronounce, give the phonetic spelling.

Radio Only

Time spot announcements to run 10 seconds (25 words), 20 seconds (50 words) or 60 seconds (150 words).

Use simple, descriptive words that form pictures, give dimension and color. Radio reaches only the ear, and the listener must be able to sketch in his or her own mind the picture intended.

Submit several copies of all material.

Television Only

Check with the program or news director on slides, films, and photographs that may be used to demonstrate the message.

Make sure copy written to accompany such visual aids relates to the slide, film, or photo shown.

Time copy for a slightly slower pace than for radio. Standard announcements for television run 10 seconds (about 20 words), 20 seconds (40 words) and 60 seconds (125 words).

Provide one slide or photograph for each 10-second spot; two for a 20-second spot, etc.

Keep in mind that slides are preferable in most cases to photographs. They can be made professionally at minimal cost. When photographs are used, matted or dull-surfaced prints are preferable since glossy prints reflect studio lights.

Request return of visual material if preservation is desired. Otherwise, it may be thrown away.

PREPARING A NEWSLETTER

A newsletter can be the ideal medium for communicating information to chapter members or a special mailing list. It is especially appropriate for items that need to be announced to these groups, perhaps with special interpretation, but that may not be of interest to the general public. Like a letter to a family, a newsletter's appeal is in its personal touch.

Human Interest

Translate facts into human terms. Slip them into profile and feature articles about people. Perhaps appoint a "calling committee" to check on the activities of members because nothing makes a straying member return like seeing his or her name in print.

Readability

Make articles as concise and easy to read as possible. Just because space is limited, don't be tempted into crowding every inch of space with words. Allow adequate space for generous margins, headlines, and setting off important items.

Appearance

Do not let a small budget make a project so unattractive that a newsletter goes unread and even that investment is wasted. Get bids on a professional printing job. Offset* process makes extensive picture usage economically feasible. Even amateur polaroid snapshots can look amazingly professional. An attractive front-page heading, which an artist in the chapter might provide, can be preprinted in color at low cost.

For an inexpensive mailing, a number of sheets mimeographed and stapled together is the least expensive, especially if a student cuts the stencil. An eyecatching, yet simple heading, drawn with a stylist pencil, dresses the page as well as identifies the publication.

See Glossary, p. A-18.

USING PHOTOGRAPHY

Very often pictures are worth a thousand words--use them wherever possible for good coverage. Good sources of photographs are the commercial photographer, newspaper photographer, student photographer, the school photography class (if the school has such a class), or personal photographs.

Guidelines

* Make sure that the picture is newsworthy and relates to the news release. Newspapers accept and print pictures based on their news value.

* Make sure the chapter has a photographer who has a basic understanding of photography and can take quality pictures.

* Check with the editor as to the preferred type of picture. Black and white, glossy, 3 x 5 or 5 x 7 pictures are generally accepted.

* Submit the correct size photos. Larger pictures have to be cropped or reduced, which is additional work for the newspaper. Pictures can be blown up easier than cropped, so, if the correct size is not available, a smaller picture would be better than a larger one.

* Select photos that tell the story, identify a person, or illustrate a point. Use "natural" shots and avoid the "posed" look. Select photos that do not need long captions. Always supply an identifying caption for the picture.

* Do not write or paste on the back of photographs. Write information on a plain piece of white paper and scotch tape it to the lower back half of the photo. It is important not to scratch the print; therefore, scotch tape is strongly recommended.

* Mail photos in an envelope between two pieces of cardboard. Photo prints are soft and easily damaged. Do not use paper clips or handle prints face to face. Fingerprints can also damage a print.

* Maintain a publicity file with photographs of those people who will probably be consistently working with a program and who will be making "news" all the time.

* Prepare a list giving the names and addresses reading from left to right and row to row of those in the picture when using a group photo. Make sure of proper spelling.

* Do not attach an identification to a negative. Include it on a separate piece of paper. Handle negatives with extreme care.

- Indicate that prints or negatives should be returned if return is desired.
- Get a written release from the owner granting permission to use the picture. In many cases this may not be necessary, but, if there is any doubt, get a signed release.

Thank-You Letters

A thank-you letter should always be written to everyone who has contributed anything at all to DECA activities, especially to someone who has given publicity to the chapter. To assure that proper appreciation is given to those individuals and organizations who support the chapter's public relations efforts, a special certificate has been created. For a deserving individual or organization to receive this certificate, have the coordinator send a letter to the DECA State Advisor stating:

- Name of recipient or organization's representative
- Name of organization or company
- Address
- Contribution to chapter's public relations effort.

GLOSSARY: PUBLICITY TERMINOLOGY

Ad: Newspaper space or broadcast time purchased by person or group to publish a specific message.

Art: Photos or drawings illustrating a news event.

Caption (or outline): A brief description under a news picture, listing names and titles of persons in the picture and the occasion.

Cut (engraving): The metal form into which a picture is made before it can be printed.

Copy: Information or photos submitted to news media.

Deadline: Day and hour news copy must be in hands of editor or program director.

Editorial: An expression of the views of the editor or persons who make up the policy of the newspaper or radio-TV station.

Exclusive: A story given only to one newspaper.

Fact Sheet: Listing of pertinent facts for news story or radio "spot."

Glossy: A shiny print of a photo required to make a newspaper engraving.

Head (headline): Title given a news story by a newspaper editor.

Kill: Date (and/or time) when radio or TV announcement no longer should be on the air.

Mat: A papier-mache mold of a cut or type. One of the steps in letterpress printing.

Media: All of the channels through which a story can be told to the public: newspapers, radio, television, magazines, billboards, bulletin boards, posters, direct mail.

News Peg: The specific news value around which a story will be built; focus of the publicity that will attract readers or listeners.

News Release: Publicity copy in finished form.

Offset (lithography): Printing method in which a whole page is photographed and could include typing, printing, illustrations or photos. Metal engravings for art are not used.

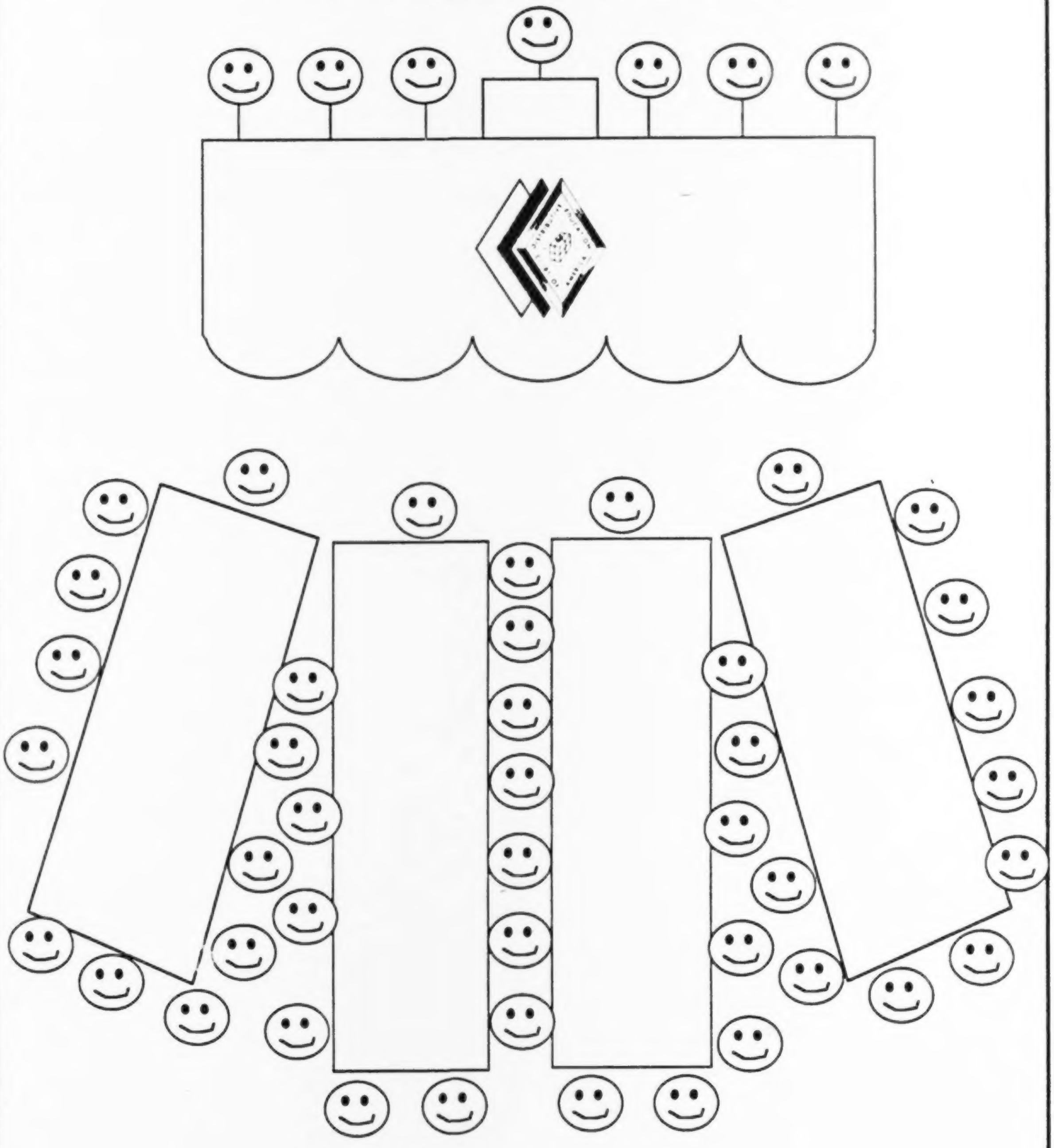
Publicity: Information with news value, designed to advance the interests of an organization, usually appearing in print or broadcast.

Public Relations: The art of interpreting the aims and activities of an organization to the public.

Release Date: Day and hour after which a news may be printed or broadcast.

Run: Radio-TV term meaning the period of time spots may be broadcast.

DECA
EMPLOYER/EMPLOYEE SOCIAL FUNCTION



APPENDIX B

DECA EMPLOYER-EMPLOYEE SOCIAL FUNCTION

Page

BENEFITS OF THE EVENT B-5
TYPES OF EVENTS B-6
NECESSARY COMMITTEES B-6
TIME OF EVENT B-7
SELECTION OF A THEME B-8
GUESTS B-10
PROGRAM B-11
LOCATION B-13
COSTS B-13
DECORATIONS B-14
ARRIVAL AND SEATING OF GUESTS B-15
THE HEAD TABLE B-15
WELCOME AND RESPONSE B-16
INTRODUCTION OF GUESTS B-16
SPEAKERS B-17
SPEECH TOPICS B-17
ENTERTAINMENT B-18
AWARDS AND RECOGNITION B-19
DUTIES AND RESPONSIBILITIES OF INDIVIDUAL COMMITTEES B-19
POST-BANQUET ACTIVITIES B-23
SUMMARY B-23

ANNUAL DECA EMPLOYER-EMPLOYEE FUNCTION

One of the best means for putting good public relations to work is the annual employer appreciation event, usually given by local DECA chapters. This occasion is planned by the membership to show appreciation to their employers for the cooperation and helpfulness shown in providing training in an actual work situation. Whatever form the event may take--dinner, luncheon, breakfast, or other, certain fundamental rules should be followed if it is to achieve the purposes for which it is planned.

The DECA chapter as a whole should be sure of what these purposes are before they begin to plan the event and then expend every effort toward making it a success by hard work and harmonious teamwork. If it is worth doing at all, it is worth doing well. A poorly planned and awkward affair is not an asset to the reputation of the DECA chapter or its members and would be better off not given.

NOTE: A survey made by Virginia DECA a few years ago found that the Number 1 activity of a large majority of local DECA chapters was an Employer-Employee function, preferably a banquet.

BENEFITS OF THE EVENT

- It is an opportunity to express sincere appreciation to employers.
- It creates a more friendly and relaxed relationship between employers and students by helping them become better acquainted socially.
- Students learn by doing. Every DECA member may participate in the planning and execution of the various phases of such an event.
- Employers get a better understanding of the entire Marketing Education program.
- It demonstrates the ability of the DECA members to plan and organize an affair of some magnitude on a basis comparable to adult affairs.
- It gives students experience in correct social behavior and host responsibilities.
- It is an opportunity for widespread publicity leading to better public understanding of the Marketing Education program.

- It creates better relations and cooperation between school administrators and the business community through closer acquaintance.
- School administrators are impressed with the importance of Marketing Education.

TYPES OF EVENT

Most DECA chapters have found that they prefer to give an evening banquet, although a few are in favor of a luncheon or a breakfast. Advantages of both the dinner and the luncheon are listed below.

A. Advantages of giving a dinner
   1. More time is allowed for a program.
   2. Most employers can more conveniently attend in the evening.
   3. Dinner provides a more sociable atmosphere when work is over.
   4. Giving a dinner is a good social experience for students.
   5. A dinner is simply more impressive than a luncheon or breakfast.

B. Advantages of giving a luncheon
   1. It makes for a happy combination of business and social relationships.
   2. It avoids the possibility of awkward social relationships of evening affairs.
   3. It can be planned to begin and end on time for business reasons and thus will eliminate superficial or unimportant parts of a program.
   4. It is less expensive than a dinner.
   5. Participation at lunch is high, since everyone usually eats lunch.

NECESSARY COMMITTEES

The number of committees will vary and be governed by the number of members in the DECA chapter, the type of program planned, and the needs involved. The number of needed committees is very flexible, but one rule is strongly recommended: every DECA member should choose or be appointed to serve on some committee.

Involvement breeds participation. The following list indicates some committees that may be necessary.

Program
Invitations
Decorations (hall and table)
Transportation
Publicity
Music
Entertainment
Display
Planning
Reception
Financial
Speakers
Clean-up

Many DECA chapters have the banquet with one or all of the other vocational organizations such as FFA, FHA, FBLA, or VICA.

Cities or counties with several DECA chapters often have joint banquets since many employers have students from each school. In these cases, committees should be distributed evenly among the various chapters of DECA in the area.

TIME OF EVENT

The event may be held at any one of several times during the school year. The chapter, however, should plan for it early in the school year. After the tentative date is set, it should be cleared with the school administration and the Marketing Education Advisory Committee, composed of cooperating business establishments and school administration, to see that there are no conflicts in the school calendar or community affairs. Some advantages of holding the event at different times in the school year follow:

A. Fall

1. Students can get acquainted with their employers earlier in the year.
2. Employers get a better understanding of the cooperative Marketing Education program early in the year.
3. There is less conflict with other school activities early in the year.
4. Some DECA chapters use Thanksgiving week because they feel it is an appropriate time to give thanks to their bosses.
5. It is a good time to have an initiation ceremony for local DECA members.

B. January--February

1. This is a dull season at the stores.
2. Affair can be held before district DECA meetings.
3. It precedes junior-senior events.
4. It is before Easter rush.
5. It is after semester examinations.
6. The affair can be held in conjunction with National Vocational Education Week activities.

C. April--May

1. Easter rush is over.
2. The program serves as the year's climax.
3. It provides good public relations for the coming school year.
4. The State Leadership Conference is over.
5. It allows sufficient time to raise funds.
6. It is an appropriate time to present vocational diplomas or certificates to seniors.
7. There is more time for planning.
8. It serves as a graduation event.
9. It allows an opportunity to express thanks for an entire year's help.
10. It is a better time to give recognition to contest and activity winners, outstanding students and employers.
11. Students are more experienced and better prepared than they are earlier in the year.
12. Informal events, such as an open house, barbecue, fish fry, or morning coffee, are more appropriate early in the year.

SELECTION OF A THEME

The choice of a theme, which can be used in decorations, programs, speeches, skits, and favors, will simplify many problems as well as dramatize the whole affair. The entire DECA chapter should discuss several possible themes and select the one that seems most attractive and workable to all. In some instances, a committee may be appointed to submit ideas, but the final selection should be approved by the DECA Chapter Advisor and the membership. It is wise to choose a theme as early in the planning as possible. All speakers, as well as guests who may be called upon to give a few extemporaneous remarks, should be informed of the theme well in advance to help them in preparing material and to avoid situations in which they speak on something totally unrelated to the theme. Keep in mind that the DECA Emblem and the DECA Banner are most appropriate for this occasion and should be used.

Suggestions for a theme

* Set Your Sails -- nautical decorations
* Changes in the Air -- pennants with required qualities for success written on them, speakers on trends in marketing
* Our Town -- tables formed in miniature streets, speaker on the opportunities in the local community, display of local products
* What's Buzzin' -- Modern decor, large bees, spring flowers, foliage
* Nautical Theme -- sailors, "come aboard" ships, etc.
* Key to Success -- gold keys with words "health," "skill," etc. written on them
* Retailing Then and Now
* Hands Across the Table -- cooperation between stores and schools, or employers and employees
* Selling America -- merchandise and patriotic symbols, speakers on free enterprise
* Our Year in Review -- activities of each month
* Wrap It Up in 19___ -- DECA Emblem, talks on improving sales abilities, techniques
* Thanks, Boss
* Boss Goes Back to School -- Contests with bosses fit in appropriately, school days decorations and songs

- * La Fiesta -- Como Esta Usted (How Do You Do, Boss), Buenas Dias (Welcome), Mexican menu, decorations
- * Learn by Doing -- Ties in nicely with displays of students' work and statements of students about what Marketing Education has meant to them
- * Valentine, St. Patrick's, April Fool, Easter Parade, Thanksgiving, or other special holiday themes
- * Take No Chances (Friday the 13th) -- Witches' Brew, Eight Balls, Wishbone with Superstitious Filling on menu. "Under the Witches' Tent," "Luck with a Number," "Gypsy Stew" for program titles and appropriate costumes

GUESTS

The making up of the invitation lists is one of the most important points in all planning. Most DECA members agree that this must be a cooperative project, perhaps with conferences between the DECA Chapter Advisor, the school principal, the chairperson of the Marketing Education Advisory Committee (in some instances), and the invitation committee. The final list should be submitted to the entire DECA chapter for approval against omissions. The number of guests will be determined by money available.

Chapter should carefully guard against omitting anyone closely connected with the class or DECA chapter. It should be remembered that the banquet is an excellent time for promotion of Marketing Education, so that it provides a fine opportunity to invite important people in the community who know little about the program or are openly skeptical. By all means, send invitations to members of the state legislature who represent the local community. It may even be possible to secure the attendance of a Congressional representative through the right contacts and if the representative's time is available. Perhaps the advisory committee can help with this selection and contact.

Do not be afraid to invite critics of the Marketing Education program if the event is well planned. It may convert them to supporting the program.

Many DECA chapters invite alumni to attend -- as paying guests. It is a nice gesture, and many alumni turn out in reunion spirit. Very often, Marketing Education alumni are in a job situation that may be helpful in the promotion of the Marketing Education program.

Besides the employers of the members, the chapter should consider the following people for inclusion:

School Board chairperson and members
Superintendent of Schools
School Principal
Assistant Principal
Local director or supervisor
Deans or teachers connected with the program
Counselors
Representatives from the State Department of Education
President and secretary of Retail Merchants Association
Representatives from all local newspapers
Marketing Education Advisory Board members
Top executives of firms employing Marketing Education students
Immediate supervisors of Marketing Education students
Parents of Marketing Education students
Husbands and wives of all guests
Neighboring Marketing Education coordinators
Neighboring DECA chapter presidents
City officials
Influential business people.

PROGRAM

A good program should include many, if not all, of the following parts:

Invocation
Welcome by DECA chapter president
Toast to employers
Response (by a representative of the employers)
Introduction of employers (by the respective Marketing Education trainees)
Introduction of alumni
Introduction of special guests
DECA Creed (may be represented on printed program)
Introduction of DECA chapter officers
Remarks by important guests
Speeches by principal speakers
Music or singing by group

Entertainment
DECA Emblem Ceremony (explanation of the DECA Emblem)
Closing remarks.

The printed program should contain the following information for guests:

Program theme explanation
Menu
Program agenda
Names of DECA chapter officers
Acknowledgments
DECA chapter membership list and places of employment
Names of school administrators
School Board members
Marketing Education Advisory Committee
Date, place, name of city, time
DECA tagline -- "DECA--Developing Future Leaders for Marketing and Management"
Songs for group singing
History of the DECA chapter
Objectives and purposes of Marketing Education
DECA Creed
Accomplishments of the year
DECA Emblem on the front cover.

The programs may be mimeographed, typed, handpainted, or printed. The choice depends on talent, funds, and time. Most DECA chapters are now trying to have their programs printed, but copy must be ready in good time in order to read, proof, and catch errors well before the event. Neatness, completeness, and correct spelling are important. Elaborate handpainted covers are not recommended if they demand a strain on the time and energy of the DECA chapter, if they require too much class time, or if the burden falls on one or two people.

NOTE: Some DECA chapters have a large number of program covers printed that may be used over a period of several years. The program is then inserted between these covers.

LOCATION

Community facilities will govern where to hold the event. School facilities are less expensive and get employers into the school. The chapter will have to estimate as nearly as it can the number of people to be served, and this will probably limit the number of places to be considered. Availability of dates is another factor, and the hall, hotel, or restaurant should be reserved as early in the year as possible for the preferred date. The exact number of reservations can be turned in as late as the day before the event in many places, but should not be too far from the number originally given. Plan early.

Attractiveness of the hall is another factor, and good acoustics are very important. A public address system is essential because, no matter how good the program is, if no one can hear it, the program might as well not be given. Checking of the public address system sometime during the day before the banquet is necessary because mechanical devices often fail, and such a failure will upset the whole program. It is a good idea to have a rehearsal for those students with speaking responbilities.

The following list indicates suitable places to hold the banquet:

Country clubs
Private clubs
Church social halls
American Legion halls
YMCA
YWCA
School cafeterias or gymnasiums
Restaurants
Hotels
Company club rooms
Community halls.

COSTS

A common practice is to have Marketing Education students pay for themselves and their employers. However, since it is a DECA chapter activity, it should be paid for with funds raised through dues or money-raising activities such as concessions, school stores, sales of Christmas cards, and auctions.

DECORATIONS

It is generally more satisfactory to appoint a special committee of some artistic ability and ingenuity to take care of table and room decorations. Place a member with muscles and brawn on this committee, too, to carry heavy materials, climb ladders, etc. The decorations should carry out the chosen theme of the banquet and should be gay and colorful. Table decorations should tie in closely with those used in the hall. Decorations should not be so elaborate that they wear everyone out before the affair. This type of overdoing is "busy work" and defeats the purpose of the banquet. On the other hand, do not slight this component because a few tasteful and clever decorations add much to the festivity of the whole event and establish a setting and atmosphere that give people something to talk about while the ice is being broken. Following are a few decorating suggestions given by some of the DECA chapters:

Tables arranged in diamond shape (using DECA Emblem idea)
Colored or crepe paper (remember DECA colors--blue and gold)
Garden flowers, native greenery, or wild flowers
Brilliant colors
Balloons
Place cards, favors, and napkins (use small DECA Emblem stickers)
Display of department material
Candles or flowers on tables
DECA chapter banner
Pasteboard or wooden decorations carrying out theme
Doll-like figures for tables
Streamers
Merchandise displays
Advertising banners of various businesses
"Welcome Boss" sign at front
Student manuals
Specials such as Valentines, Easter eggs
Chapter display emphasizing Marketing Education
Wagon wheel in club colors, types of work and pictures on spokes and rim
DECA Creed
Rainbow
Maypole
Pictures of Marketing Education students on the job
DECA tagline--"DECA--Developing Future Leaders for Marketing and Management"--printed on placemats or large printing for a backdrop
Map of city showing Marketing Education training stations.

ARRIVAL AND SEATING OF GUESTS

The success of the whole employer appreciation event can hinge on the ways guests are treated when they arrive. An easy standard is to consider how one would greet a guest in a private home. By all means, avoid letting the guests come in and stand around alone without being approached.

DECA members should arrive early to greet their employers. Employers should be introduced to as many people as possible. Making these introductions is good experience for Marketing Education students in learning how to meet and greet others.

The reception committee should check over the guest list before the affair and see that every guest is assigned to be greeted by a Marketing Education student. Some students may have more than one guest in tow, but this can be easily managed.

Seating arrangements should be made in order to provide a suitable mixing of the group. People with like interests may be seated near each other, or arrangements may be made so that business people may become acquainted with educators, etc. Marketing Education students should sit with their employers, but two students may sit together, then two employers, etc.

THE HEAD TABLE

The number of people seated at the head table should be determined by the DECA chapter membership. A committee report suggesting names of those who should be included in this group should precede the decision.

The program will largely determine who should be at the head table. The DECA chapter president, master of ceremonies, any other students participating in the program proper, and any special guests might be in this group. Try to have as many students as adults at the speaker's table. Good common sense is all that is necessary for determining who should be placed at this table. Most Marketing Education coordinators prefer to stay in the background to give students the opportunity to run the program; however, the Marketing Education coordinator needs to be near the head table to assist the master of ceremonies, if necessary.

WELCOME AND RESPONSE

Practically all DECA appreciation events have a welcome or toast of appreciation to the employers. The toast is given by the DECA chapter president or toastmaster. The response is usually given by the chairperson of the Marketing Education Advisory Committee or one of the influential employers who can speak effectively. This is an important feature of the program because this person can give Marketing Education a good "pat on the back."

INTRODUCTION OF GUESTS

A. Employers

The most common method of introducing employers is for the toastmaster to introduce each student and ask the student to introduce the guest. Students should practice or agree on opening statements to see that everyone does not say, "May I present my employer, (name) ." The person doing the introducing should always speak loudly because others want to hear too.

B. Special Guests

Special guests are usually introduced by a toastmaster or the DECA chapter president. Some use a school official or chairperson of the advisory committee to make these introductions.

NOTE:
(1) The toastmaster should always ask that applause be held until all introductions are made.
(2) Be sure a complete list is made of everyone requiring an introduction. Be sure also that pronunciation of names and titles is correct.

SPEAKERS

Some DECA chapters use no formal speaker but instead ask for statements from each employer of Marketing Education students. This practice helps to give a big boost to Marketing Education. Others use individuals or a panel of people similar to those suggested in the list that follows.

Superintendent of Schools
Director of Vocational Education
Supervisor of Marketing Education
Outstanding employers
Marketing Education alumni
Business leaders
City officials
College presidents
Marketing Education teacher-coordinators
Chamber of Commerce officials
Radio commentators
Newspaper editors
State DECA officers
U.S. Senator or Representative

The selection of the speaker should fit into the theme of the program. Speakers should be invited as early as possible. They should be sent any information (pamphlets, booklets, brochures, etc.) that would aid in explaining Marketing Education and DECA. They should be given the theme of the banquet and the amount of time allotted for their speech. Generally, thirty minutes is ample time; banquet speakers should not be too longwinded.

SPEECH TOPICS

Selection of topics for speeches should be determined by the general theme of the program. The following types of topics have been found to hold listener interest.

- Responsibilities of Employees and Employers in Marketing Education
- What Employers Expect of Employees
- You Have a Stake in Marketing Education

- Appreciation speeches by students and employers
- New Developments in Retailing
- Employer-employee relations
- Our Community Depends on Its Youth
- Where Do We Go from Here? (future in marketing)
- Thirteenth Doughnut (extra services)
- Opportunities in Marketing
- Accomplishments of Great People
- The American Free Enterprise System
- Cooperation between business and education
- Marketing Education--Opportunities Unlimited
- Marketing's Responsibility to the American Free Enterprise System
- The Importance of the Free Enterprise System to Our Nation's Economy

NOTE: For obvious reasons, always know ahead of time the topic of the speaker's address.

ENTERTAINMENT

Some DECA chapters have a meal and go home, with the idea that people do not want to stay long. However, most DECA chapters assume that the employers have taken the evening off and that a real effort should be made to express appreciation and provide entertainment. Employers appreciate entertainment by the students, and the talents of Marketing Education students should be used. The length of the program is not the most important thing. It's what goes into it from opening to ending. Perhaps these ideas will help.

- Fashion show
- Music (solo, duets, trios, quartets, other combos)
- Combo, organ, or other music during early part of dinner

- "Gates of Heaven"-- St. Peter stands at the gate and tells why each member can or cannot enter, with clever references to types of work
- Roast of employers and employees
- Skits pertaining to selling by DECA members
- Readings, dances, pantomimes, magicians, comedians (DECA members)
- Demonstration (such as Applying for a Job)
- Color slides of the year's activities

AWARDS AND RECOGNITION

Several forms of recognition may be desirable at the appreciation function:

- Honorary membership in the local DECA chapter to members of Marketing Education Advisory Committee or others who have helped Marketing Education (may include employers, school personnel, parents, or alumni)
- Certificates of appreciation to all employers or to special ones who have contributed extra hard work
- Certificates of appreciation to newspapers, radio and TV stations
- Presentation of vocational diplomas or certificates
- Awards to outstanding Marketing Education students, special project awards
- Presentation of scholarships
- Awards to recognize again the winners of competitive events at DECA leadership conferences.

DUTIES AND RESPONSIBILITIES OF INDIVIDUAL COMMITTEES

A. Program Committee

1. Select theme for banquet.
2. Secure toastmaster, notify him/her concerning time, theme, purpose of banquet, topic of speech.
3. Invite guest speakers and honored guests.

A. 4. Make a draft of the program. See that persons making the official program get a copy of the draft.

5. Arrange to meet the honored guests at the door, introduce them to the DECA chapter president and to any other honored guests.

6. Thank all honored guests and speakers for their participation in the banquet.

7. Provide for music during the dinner.

8. Introduce honored guests.

9. Extend best wishes to any member of the class who may be graduating in the immediate future.

10. Decide which guests, if any, will not have to pay.

11. Keep record of all money spent; check with general chairperson to find out the amount available.

12. Determine a deadline for completion of program.

B. Reservations and Tickets Committee

1. Select place for banquet.

2. Determine number of people coming and the maximum cost allowance for each.

   Approximately ______ people; maximum cost allowance $______each.

3. Have tickets printed after having each ticket numbered and determining the maximum number of tickets.

4. Sell tickets.

   a. Keep record of tickets numbers and to whom sold.
   b. If ticket is for guest, record name of guest.
   c. Give duplicate list of sales to the general chairperson from time to time.

5. Collect tickets at the door.

6. Pay bill to the management for meals served.

7. Make up complete statement of receipts and expenditures for the chapter treasurer.

8. Divide DECA members into teams to determine number of tickets needed.

9. Keep in close touch with the Program Committee chairperson to find out those approved as non-paying guests.

B. 10. Repeatedly remind all DECA members to see that all tickets are paid for and distributed at least two days before banquet.

11. Check with manager of the place selected for the banquet to be sure there are no "hitches" in the original arrangements.

12. Keep Decorations Committee chairperson posted on the number of tickets sold to ensure enough place cards, name tags, etc.

C. Publicity and Invitation Committee

1. Prepare invitations for all Marketing Education alumni members, all employer guests, honored guests, and speakers.
2. Make invitations distinctive.
3. Give the banquet proper notices in the school paper and the local press in advance of the affair.
4. Carry out the DECA Emblem in the invitations.
5. Check and recheck the names and addresses of those invited before mailing the invitations.
6. Write out the names and addresses in pen and ink-- DO NOT TYPE.
7. Post a sample invitation on the Marketing Education classroom bulletin board.
8. Use any pictures taken at the banquet in follow-up publicity in the school and town papers.
9. Save a full set of the publicity including pictures, press notices, etc. for the DECA activities manual.
10. Check with the general chairperson for allotment of expense money.
11. Keep an accurate account of all money spent.

D. Decorations Committee

1. Build the decorations for the banquet around the selected theme.
2. Make the decorations as colorful as possible.
3. Make place cards for each person who will attend. Name tags can also be useful.
4. Place cards should be as small as is consistent with the general plan. There is usually not too much room on the table. Use DECA Emblem stickers on place cards and napkins. (Contact DECA headquarters for price list.)

D. 5. Give prominence to the DECA banner in planning overall decorations.

6. Make flags or banner covering every organization that acts as a training agency for members of the club.

7. Provide favors, door prizes, etc., if these are made a part of the plan of the committee.

8. Try to be different. Do not follow an old, set motif if it can be avoided. Mix up the guests in arranging the place cards . . . and the members too.

9. Put up and take down all decorations that are a part of the plan, and see that any borrowed materials are returned to the owners promptly, with thanks for the use of such materials.

10. Use as many DECA members as possible to ensure that all materials are ready and in place in good time.

12. Keep an accurate account of all money spent.

13. Use DECA members on the program in all possible places. This is an important phase of leadership development.

NOTE: Some managers do not permit wall decorations to be used. Check with the manager of the place selected to see what the chapter will be allowed to use. This contract may alter the overall plan for decorations.

E. Reception Committee

1. Get to the banquet place well in advance of the others.

2. Meet all guests and other DECA members.

3. Locate the seating arrangement for the guests and be prepared to seat any of them promptly.

4. Introduce DECA members to guests and the guests to other guests. Mingle with the group at all times.

5. Given special attention to the honored guests and the speakers. See that they meet the officers of the DECA chapter, members of the school administration, teachers, and other guests.

6. Keep the committee stirring about. Avoid little groups forming and not mingling.

7. Assist the honored guests and others in locating their places at the tables. Be sure that they know persons seated next to them or nearby.

E. 8. Give particular attention to the matter of checking and protecting the coats and hats of those in attendance if this service is not provided by the organization where the banquet is held.

9. Do not leave the banquet hall until all guests have gone.

10. Check with the general chairperson for allocation of expense money.

POST-BANQUET ACTIVITIES

A. Appoint a clean-up committee who will take the responsibility of seeing that the room is left in good condition, properties are taken down and returned to their owners or preserved for future use, and lights are out, etc.

B. Be sure to write thank-you letters to those who helped with music, service of any kind, and to the speakers who were gracious enough to address the group. (Some DECA chapters present the speaker with a token gift such as a DECA tie tack or cuff links.)

C. One of the most important parts of the function is the evaluation afterwards. The Marketing Education class should sit down the next day and offer constructive criticism, which should be put in writing, to help the next year's DECA chapter in planning its banquet.

SUMMARY

In order to summarize thoughts about an employer appreciation event and pack all the instructions into one compact set of steps, review the following procedures.

A. At a general DECA chapter meeting, discuss date, place, purpose, and aims.

B. Get approval of the school on the date, place, time, etc.

C. Make arrangements for the place.

D. Select committee members and appoint chairpersons.

E. Select theme.

F. Call a meeting of committee chairpersons, president of chapter, and Marketing Education coordinator for informal discussion.

G. Plan menu according to theme. Notify caterer or food organization. (Stress quietness in removing dishes after meal has been served and eliminating noise from the kitchen during the program.)

H. Approximate costs.

I. Draw up a guest list.

J. Compose and mail invitations (at least ten days prior to banquet).

K. Plan entertainment, assign parts, and rehearse.

L. Choose the guest speaker(s).

M. Plan decorations according to theme.

N. Work on place cards. (Use DECA Emblem stickers, which you can order from DECA headquarters.)

O. Convert invitation list to reservations list, and notify caterer. (Be sure arrangements are made with some leeway in the number of people.)

P. Make seating chart.

Q. Plan program in rough form, discuss, and make final preparation of program. (Proofread each page before final printing.)

R. Instruct Marketing Education class in matters of etiquette, dress, introductions, and table manners.

S. Complete decorations.

T. Arrange for photographer and prepare news write-up.

U. Hold the event.

V. Count number of plates served.

W. Make payment for plates.

X. Clean up.

Z. Evaluate.

GOOD LUCK

DECA
DISTRICT LEADERSHIP CONFERENCE
TRAINING HANDBOOK

APPENDIX C

DECA DISTRICT LEADERSHIP CONFERENCE TRAINING HANDBOOK

Page

FOREWORD TO CHAPTER ADVISORS C-5

VIRGINIA DECA DISTRICT LEADERSHIP CONFERENCE GUIDE C-7

DISTRICT CONFERENCE RULES AND REGULATIONS C-10

SAMPLE PUBLICITY RELEASE C-11

FOREWORD TO CHAPTER ADVISORS

This section has been prepared to aid local chapter advisors in training students for effective participation in the District Leadership Conference. It is as important as any training given during the year. Students are representing DECA, their school, and their fellow chapter members to the public; they cannot be expected to do so in a professional, business-like manner without proper training. The following suggestions will aid in planning this training.

1. Plan specific training conferences with students, either on an individual or group basis.
2. Cover every portion of the manual in the training--reproduce portions that students should have in hand.
3. Review program when it comes, and have students check activities that they are to attend.
4. Review final travel plans, and urge students to be on time--confirm with parents.
5. Make arrangements for students to give a full report to their chapter when they return from the conference--an excellent way to stimulate interest among ME I and ME II students for the following year.
6. Help students prepare advance list of kinds of information and materials they will want to bring back to include in their report to the chapter following the conference.

Complete information on every phase of the conference (before, during, and after) is included. Other specific information that you can expect to receive near conference time includes:

Program Highlights
Location of Events
Schedules of Events
Directions to Facilities.

VIRGINIA DECA DISTRICT LEADERSHIP CONFERENCE GUIDE

ABOUT THE CONFERENCE

The District Leadership Conference of Virginia DECA convenes annually and is attended by students from each local chapter in the district. The conference program is planned to provide maximum participation by students competing in various events.

ATTENDANCE APPROVAL

All students are attending as official representatives of their school, and must, therefore, have written approval of school administrators, coordinators, parents, and employers. Only those students who have approval will be eligible to attend. No students may attend on their own. Local chapter advisors must take the following steps in securing approval of attendance:

1. Explain purpose of the conference to the principal to secure approval of the chapter sending the students eligible to attend.
2. Explain that all students will be fully chaperoned from the time they leave home until they return.
3. Follow school regulations on securing parental permission, etc.
4. Clear with employer for student to be away from work.

CONFERENCE RESERVATIONS

Before any student is eligible to attend the conference, the chapter advisor must make official application through the Student Registration Form. This form covers all students attending. The Student Registration Form is due on the date indicated in the DLC packet and should be forwarded to the district advisor, with a copy to the area supervisor.

TRAVEL

Transportation for all students is arranged by the chapter advisor on school buses, chartered buses, or in cars with chaperones. Every student must follow the travel plan outlined; no one is allowed to come on his/her own unchaperoned. Pooling travel is encouraged.

REGISTRATION EXPENSES

1. A registration fee of $1.00 for each student will be paid in advance by local chapters. District advisors have the option of increasing the registration fees if necessary.

2. One check to cover the basic fees for all students must be submitted with the registration form. (See memo for registration fee amount.)

CONFERENCE RULES AND REGULATIONS

1. Every student attending the conference will be expected to abide by official conference rules and regulations (see p. C-9).

2. Copies of the regulations should be reviewed thoroughly by students attending. They include chaperonage, dress regulations, and all other regulations necessary for a successful business conference.

3. All students will be expected to follow assignments given, attend all events, and stay for the awards session.

CONFERENCE DRESS

(Coordinators: See special note on dress)

1. As leaders, all DECA members attending will be expected to present a BUSINESS-LIKE appearance at all times.

2. Females--Dress, skirt and blouse, or pantsuit is appropriate.

3. Males--Ties are required for all meetings. Coats are encouraged.

4. DECA blazers are preferred.

MISCELLANEOUS TIPS

1. The trip and conference will require stamina--participants will have more fun if they come rested, including at least eight full hours of sleep the night before starting.

2. Participants should show consideration for those with whom they will be traveling. Travelers should be on time at designated departure points and not delay during the rest stops. Cooperation with chaperones will make the trip as enjoyable as possible for everyone. Remember, participants represent their schools from the time they leave home until they return.

REGISTRATION

All delegates must officially register for the conference to receive name badge, conference program, and other pertinent information. This will be done upon arrival at the conference.

Delegates should have all necessary materials and should check the conference program immediately for any special meetings or assignments they should attend. No one is to leave the conference site at any time.

SCHOOL PROPERTY

1. Delegates are guests in the shopping center and school and will, of course, treat their property in the same manner as they would if they were guests in the home of a friend.

2. If property should accidently be damaged, it will be charged to the home chapter.

PUBLICITY

Delegates should take advantage of this opportunity to get some good publicity for the chapter and DECA. The chapter should try for at least two articles in the local paper--one before the conference and one after the conference. Article should state the theme, some of the program highlights, and how the chapter will participate. Following these guidelines will insure best coverage.

1. Do not discriminate. Give the story to all newspapers that serve the local area.

2. Give a condensed version to the news editors of the radio and TV stations serving the local area.

3. Give the facts to feature editors of all media in the area.

4. Follow these basic rules:

   a. Type article on 8-½ x 11 sheet of white paper, one side only, double space.

   b. Leave margins on both left and right of at least 1-¼ inches.

   c. Type in upper left-hand corner:
      (1) Name of chapter
      (2) Writer's name and title
      (3) Address
      (4) Phone.

   d. Type release date in upper right-hand corner.

   e. Begin typing the story about one-third of the way down the page.

   f. Time it right--get it to the paper during the 24-hour period immediately preceding the deadline for the publication and issue desired. Call to clear the deadline.

   g. Attach a glossy print if it is appropriate.

   h. Take it in personally. Editors will not bite. Most releases will not be allowed more than one page. Better: Several short releases (200-250 words).

5. A sample news release is included on page C-10. There are many specific items of interest about a local chapter that can be included in an article about student participation in the District Leadership Conference. Most chapters will want to get at least one article in the paper before the conference and one after the conference, especially in cases where the chapter has received special honors.

DISTRICT CONFERENCE RULES AND REGULATIONS

The term "Delegate" shall apply to any student authorized to attend the DECA District Leadership Conference in any capacity. Delegates violating any of these rules subject their chapter's entire delegation to being disqualified and any honors being cancelled and withdrawn from members of their delegation.

CHAPERONAGE

1. Delegates are responsible to chapter advisors who accompany them to the conference until other directions are given at the conference.
2. Delegates are not permitted to leave the conference site for any reason.
3. Delegates shall keep chaperones informed of their activities and whereabouts at all times.

CONDUCT

1. Delegates must stay at the assigned conference site as directed. No one may visit with friends or relatives in the area away from the conference site.
2. No alcoholic beverages or drugs in any form shall be possessed by delegates at any time or under any circumstances. (Students taking prescription drugs must notify chapter advisor prior to arrival conference.)
3. Smoking will be discouraged in all public places and will not be permitted at the awards session. Many stores and restaurants do not permit smoking.

CONFERENCE ACTIVITIES

1. Delegates shall attend all general sessions and assigned activities.
2. Established dress regulations shall be adhered to at all times.
3. Name badges must be worn at all times.
4. Delegates must be on time for all events and sessions.

SAMPLE PUBLICITY RELEASE

For release
Week of: January 22

____________________________________ Marketing Education Center

____________________________________ High School

____________________________________ Coordinator

Phone ______________________

(Number) ____________________ high school students will represent the ______________________________ DECA chapter at the Annual District Leadership Conference to be held at Regency Square Mall in Richmond on February 1. They are ____

son/daughter of ____________________ and ______________________.

While attending the conference ____________________ and __________ ____________________ will join approximately 100 representatives competing for honors from more than ________ Virginia DECA High School chapters in the ________ area and representing over 500 students. Competitive Events finalists from twenty-six Virginia DECA Districts will compete for state awards and the honor of representing Virginia at the National DECA Career Development Conference to be held this summer.

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DECA
STATE LEADERSHIP CONFERENCE
TRAINING HANDBOOK

APPENDIX D

DECA STATE LEADERSHIP CONFERENCE TRAINING HANDBOOK

Page

FOREWORD TO CHAPTER ADVISORS D-5

VIRGINIA DECA STATE LEADERSHIP CONFERENCE GUIDE D-7

STATE LEADERSHIP CONFERENCE RULES AND REGULATIONS D-13

COMPETITIVE EVENTS RULES AND REGULATIONS D-15

LEADERSHIP DEVELOPMENT INSTITUTE D-16

PUBLICITY D-16

SAMPLE PUBLICITY RELEASE D-17

FOREWORD TO CHAPTER ADVISORS

This section has been prepared to aid local chapter advisors in training students for effective participation in the State Leadership Conference. It is as important as any training given during the year. Students are representing DECA, their school, and their fellow chapter members to the public--they cannot be expected to do so in a professional, businesslike manner without proper training. The following tips are offered to aid in planning this training.

1. Plan specific training conferences with students either on an individual or group basis.
2. Cover every portion of the manual in the training. Reproduce portions that students should have in hand.
3. Let other chapter members have a share in helping students prepare by discussing committee topics, proposed constitutional amendments, etc. in class and offering suggestions and recommendations.
4. Review Program Digest when it comes, and have students check activities for which they are responsible.
5. Review final travel plans, and urge students to be on time--confirm with parents.
6. Make arrangements for students to give a full report to their chapter when they return from the conference--an excellent way to stimulate interest among ME I and ME II students for the following year.
7. Help students prepare an advance list of kinds of information and materials they will want to bring back to include in their report to the chapter following the conference.
8. Help the chapter reporter prepare good releases to publicize the conference in the local paper.

Complete information on every phase of the conference (before, during, and after) is included. Other specific information that you can expect to receive near conference time includes:

Program Highlights
Committee Topics and Assignments
Travel Schedules.

VIRGINIA DECA STATE LEADERSHIP CONFERENCE GUIDE

The State Leadership Conference of Virginia DECA convenes annually and is attended by students from each local chapter in the state. The conference program is planned to provide maximum participation by student delegates in attendance. The conference sessions are presided over by student officers of the organization and are designed to fulfill the following purposes:

. . . To assist in planning program of work for the coming year

. . . To review and evaluate chapter activities

. . . To provide a competitive events program

. . . To provide experience in conducting business and social sessions

. . . To conduct election of state officers and refining of chapter organization

. . . To stimulate district and local program enrichment through information and inspiration given to delegates.*

WHO MAY ATTEND?

See the memo accompanying this manual for information concerning classifications and numbers of students eligible to attend the conference.

ATTENDANCE APPROVAL

All students are attending as official representatives of their school, and must, therefore, have written approval of school administrators, coordinators, parents, and employers. Only those students who have approval will be eligible to attend. No students may attend on their own. Local chapter advisors must take the following steps in securing approval of attendance:

1. Explain purposes of the conference to the principal, and secure approval of the chapter sending the students eligible to attend.
2. Explain that all students will be fully chaperoned from the time they leave home until they return.
3. Follow school regulations on securing parents' permission, etc.
4. Clear with employer for student to be away from work.

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*The term "delegate" shall apply to any student authorized to attend the DECA State Leadership Conference in any capacity.

ELECTING DELEGATES

The next important job in getting ready for the conference is to elect the delegates to represent the local chapter. Chapters should hold a meeting to discuss delegate qualifications listed below before electing delegates. Each delegate must meet the following qualifications:

- Must be an active member in the local and state chapter
- Must be neat and business-like in appearance
- Should be able to serve as chairman of a committee if called upon
- Should be able to express ideas well before a group
- Should have made a contribution to the local chapter
- Should know and strive to carry out the "Aims and Purposes" and "Creed" of DECA
- Should have made a satisfactory record of performance of the job.

CONFERENCE RESERVATIONS

Before any student is eligible to attend the conference, the chapter advisor must make official application through the Student Registration Form. This form covers all students attending. The Student Registration Form is due prior to the State Leadership Conference and should be forwarded to the appropriate person. Please use the address found on the actual forms.

IMPORTANT: Necessary substitutions after registration forms have been sent must be submitted by mail or wire to the appropriate person. Any substitutions that occur too late to handle by mail or wire must be submitted in writing, signed by the coordinator, and presented at DECA Headquarters booth by the substitute upon arrival at the conference.

HOTEL RESERVATIONS

1. Hotel reservations have been arranged for all students and adults.
2. Everyone attending the conference must stay at the hotel. No one is permitted to stay in the area with friends or relatives.

TRAVEL

Transportation for all students is arranged by the Area State Supervisor on chartered buses or in cars with chaperones, and each chapter is notified of the travel plan. All students must follow the travel plan outlined; no students are allowed to come on their own unchaperoned.

REGISTRATION EXPENSES

1. Virginia DECA will make arrangements for transportation for all students.
2. Lodging and meals for all students will be paid by local chapters. The charges mentioned in the memo do not include telephone calls or other miscellaneous expenses.
3. One check to cover the basic fees for all students must be submitted with the registration form. (See memo for current registration fee.)

CONFERENCE COMMITTEES AND WORKSHOPS

A highlight of the conference will be the discussion and voting during business sessions. All delegates are to attend these. This is their opportunity to have a real share in DECA matters. Assignments and topics to be discussed are sent to each chapter in advance. Chapters are urged to discuss the topics at a local club meeting to assist their delegates in preparing for these sessions.

SPECIAL CONFERENCE FEATURES

A special memo announcing conference features will be sent to all chapters prior to the SLC. This should be reviewed carefully.

CONFERENCE DRESS

(Coordinators: See special note on dress)

1. As leaders, delegates will be expected to present a BUSINESS-LIKE appearance at all times.
2. Females--Dress, skirt and blouse, or pantsuit is appropriate. (T-shirts, blue jeans, and shorts may be worn only while delegates are on designated hotel bedroom floor.)
3. Males--Ties are required for all meetings. Coats are encouraged. (Blue jeans, shorts, and T-shirts may be worn only while delegates are on designated hotel bedroom floor.)
4. For the Awards Session, delegates should dress up. Girls may wear a formal - - either length will do. Boys will feel most proper if they are wearing a coat and tie.
5. DECA blazers are preferred for all sessions.

PACKING POINTERS

1. Delegate should begin packing two days in advance, making a list of the daily schedule and packing accordingly--checking each item as it is packed.
2. The hotel is air-conditioned, but clothing that is cool and comfortable, yet businesslike, is desirable. Delegate should pack items that do not require pressing.

PACKING POINTERS (continued)

3. Females should not forget a formal (either length) for the Awards Dance.

4. Males should remember that ties are required for all sessions; dinner jackets are acceptable for the Awards Dance, but not expected.

5. ABOVE ALL--DELEGATES SHOULD NOT FORGET THEIR DECA PINS AND BLAZERS.

6. A raincoat and/or umbrella might be wise. Delegate should not forget their toothbrush and other personal items.

7. There is no set rule about the amount of luggage, but the fewer pieces the more room and comfort there will be for everyone in the buses, cars, and hotel room. One large piece of luggage is recommended for each student.

MONEY

1. Delegate should bring enough to cover the essential items mentioned in the memo and under "expenses" in this manual and keep the following items in mind when planning a conference budget.

2. Room service is available in the hotel, but remember users must pay these charges when checking out. Remember too, that room services such as cleaning, pressing, telephone calls, soft drinks, etc. are always 15% higher, and users will be expected to tip in addition.

3. Ladies should give gentlemen a break. Going "dutch" at this kind of affair is the accepted thing. Men may hold doors for women, help with their coats, seat them at dinner, and all the rest of the courtesies, but should not be stuck with the check.

4. There are also some side items to consider. They are all optional, but delegate should make plans beforehand:
   - Snacks
   - Gifts for the folks at home
   - Personal shopping
   - Souvenirs
   - Incidentals going and coming.

5. Delegate should not spend all their money at the conference because they will need some on the way home.

WHAT TO WEAR

For the trip to and from the conference, delegate will be more comfortable in cool but conservative casual wear.

MISCELLANEOUS TIPS

1. The trip and conference will require stamina and delegate will have more fun if they come rested, including at least eight full hours of sleep the night before starting.

2. Delegate should show consideration for those with whom they will be traveling and be on time at designated departure points. Delegates should not delay during the rest stops and cooperate with chaperones in making the trip as enjoyable as possible for everyone. Delegates are official representatives of their schools from the time they leave home until they return.

3. Smoking will not be allowed on the bus while travelling to and from SLC.

REGISTRATION

All delegates must officially register for the conference to receive name badge and conference envelope containing program and other pertinent information.

While on the bus, the trip supervisor will handle everyone's preliminary registration and room assignments.

Delegate should not attempt to obtain their room through the regular hotel registration desk.

EXCEPTION: Any student substituting for another must have written approval from his or her sponsor stating that he or she is a substitute.

Delegate should receive all materials from their trip supervisor and should check the conference program immediately for any special meetings or assignments they should attend before dinner. Officers, candidates, or contestants must report to the room indicated for special instruction. If they have no meetings at that time, they should return to their room to unpack and study the conference program. No one is to leave the hotel at any time. Under no circumstances are delegates to switch rooms with another student.

SOME REMINDERS ABOUT HOTELS

1. There are never enough keys for each person to have one, so delegate should be kind to roommates and leave the key at the front desk as they pass through the lobby if there are not enough keys for each room.

2. Tipping is a personal matter, but it is customary. This is particularly true when one asks for and receives special consideration such as room service. The amount is up to the individual. Those uncertain about tipping should ask the coordinator or chaperone what is correct.

3. In most cases, delegate will share a room with two other people and should remember these things:
   - a. Keep the room relatively neat.
   - b. Share the closet space equally with roommates.
   - c. Give roommates a break in using the bath.
   - d. Use a subdued voice pitch when talking in the halls, particularly after evening activities.
   - e. Keep the noise level within the rooms at a reasonable pitch.
   - f. To put it simply, be considerate.

SOME REMINDERS ABOUT HOTELS (continued)

4. All hotel rooms have telephones for the convenience of guests. They should be used only when necessary. Remember, users must pay for all outgoing calls.

5. Hotel Property
   a. Delegates are guests in the hotel and will, of course, treat hotel property in the same manner as if a guest in the home of a friend.
   b. If hotel property should accidentally be damaged, it will be charged to the proper room, and the residents of that room will determine the manner of payment.
   c. If delegates notice anything broken or damaged when they check in, they should report it immediately so it will not be necessary to get the information through contact with their school after they return home.

6. Checking Out
   a. Luggage should be checked before closing to be sure nothing belonging to the hotel has dropped into it. It could save embarrassment at home.
   b. The room should be double-checked the last thing before leaving to be sure nothing has been forgotten.
   c. Room key should be turned in at front desk in main lobby and any room charges paid.

VOTING TIPS

Some delegates will still be members of DECA next year. All will retain an interest for years to come. To assure continued growth and improvement, delegates should cast votes with these points in mind:

1. Give careful consideration to the recommendations of the Nominating Committee. They have access to a great deal of personal knowledge of all candidates, have interviewed each, and will make an objective, unbiased report.

2. Vote for the best qualified person nominated, regardless of geography or any other factors.

3. When weighing qualifications, other points for consideration should be:
   a. Will the candidate be an officer who will represent DECA in the best light before groups?
   b. Will the candidate work diligently during the coming year?
   c. Will the candidate attend the officers training sessions and the Career Development Conference, even if it means personal sacrifice?
   d. Will the candidate fully realize and carry out all of the responsibilities of being an officer?

The complete slate of candidates will be presented at the Saturday morning meeting. The above principles should guide delegates as they vote.

STATE LEADERSHIP CONFERENCE RULES AND REGULATIONS

The term "Delegate" shall apply to any student authorized to attend the DECA State Leadership Conference in any capacity. Delegates violating any of these rules subject their chapter's entire delegation to being unseated, its candidates or contestants being disqualified, and any honors or offices being cancelled and withdrawn from members of the delegation. The student delegate is representing not only the local DECA chapter but also the school administration and local division.

CHAPERONAGE

1. Delegates are responsible to advisors who accompany them to the conference hotel until other directions are given at the conference.
2. Delegates are not permitted to leave the hotel for any reason (except those participating in certain events).
3. Delegates shall keep chaperones informed of their activities and whereabouts at all times.

CURFEW

1. The Friday evening curfew is 11:30 p.m. The Saturday evening curfew is 1:00 a.m. All delegates must be in their rooms at these designated hours.
2. Chaperones will begin room checks at the curfew hour, and any delegates missing from their room will be reported to the Executive Committee.

CONDUCT

1. Delegates must stay at the hotel. No one may stay with friends or relatives in the area.
2. Delegates shall not be permitted to ride in cars during the conference.
3. Any dates must be between delegates officially authorized to attend the conference.
4. No visiting between boys and girls shall be permitted in hotel bedrooms.
5. No alcoholic beverages or drugs in any form shall be possessed by delegates at any time or under any circumstances. (Students taking prescription drugs must notify trip supervisor prior to arrival at conference.)
6. No portable radios or tape players will be allowed on the bus or in the hotel. Such devices will be confiscated and must be claimed from the trip supervisor upon returning home.

CONFERENCE ACTIVITIES

1. Delegates shall attend all general sessions and assigned activities unless specifically excused by an official chaperone. Roll calls of delegates may be taken at random. Failure of a delegate to attend a required session will result in notification of absentee's coordinator and appropriate disciplinary action.

2. Established dress regulations shall be enforced at all times.

3. Established campaigning policies shall be enforced.

4. Delegates shall respect and abide by the authority and prerogatives vested in the Executive Committee, presiding officers, committee chairpersons, official chaperones, and any authorized representatives of the aforementioned.

5. Delegates must give their name and school for the secretary's record when speaking in session.

6. Name badges must be worn at all times (required at meal functions).

7. Delegates must be on time for all general sessions. Doors will be closed five minutes after the session begins.

8. All conferees must attend all activities assigned.

9. Student delegates are encouraged to refrain from smoking in public areas. Smoking is permitted in hotel bedrooms; smokers should, however, consider the safety and comfort of others.

COMPETITIVE EVENTS RULES AND REGULATIONS

Any deviation from these rules could result in disqualification of the student in the competitive events program.

1. Students must attend the competitive events orientation session for the event in which they are participating.

2. No competitive event participant shall be permitted to ride in a student vehicle to, from, or during the competitive event scheduled time. All transportation to and from the competitive events will be designated by Virginia DECA if transportation is appropriate for the event. (All students will be assigned to ride that means of transportation.)

3. No alcoholic beverages or drugs in any form shall be possessed or used by contestants at any time or under any circumstances.

4. All contestants will meet at their designated departure place to and from the events at the time designated by the series or event director.

5. If possible, students should arrange to be with another state contestant when they have concluded their events or participation.

6. No student will be allowed to leave the competitive event site unless an adult chaperone is present; even then, this must have been approved by the state chairperson for competitive events.

7. All competitive event participants are expected to attend all program sessions except when competing in their respective competitive events. Roll calls of delegates may be taken at random. Failure to be present at a delegate function, when not involved in a competitive event, will result in notification of absentee's coordinator and appropriate disciplinary action.

8. No smoking will be allowed while traveling to and from the competitive event site or on the site itself.

LEADERSHIP DEVELOPMENT INSTITUTE

The Leadership Development Institute is held each summer for the purpose of training students and adults for leadership roles in Virginia DECA. Individual sessions are held to train District Vice-Presidents, District Advisors, State Officers and Advisors, and new Policy and Planning Committee members. The Policy and Planning Committee meets to study recommendations and recommend policy matters and operational procedures to the Board of Trustees.

PUBLICITY

Each chapter will want to take advantage of this opportunity to get some good publicity for itself and DECA. The chapter should try for at least two articles in the local paper--one before the conference and one after the conference. The articles should indicate the theme, some of the program highlights, and how the chapter will participate. The following publicity guidelines should be followed:

1. Do not discriminate. Give the story to all newspapers that serve the area.
2. Give a condensed version to the news editors of the radio and TV stations serving the area.
3. Give the facts to feature editors of all media in the area.
4. Follow these basic rules:
    a. Type it, double-spaced, on one side only, on a sheet of 8-½ x 11 paper.
    b. Leave margins on both left and right of at least 1-¼ inches.
    c. Type in upper left-hand corner:
        (1) Name of chapter
        (2) Writer's name and title
        (3) Address
        (4) Phone.
    d. Type release date in upper right-hand corner.
    e. Begin typing the story about one-third of the way down the page.
    f. Time it right--get it to the paper during the 24-hour period immediately preceding the deadline for the publication and issue desired. Call to clear the deadline.
    g. Attach a glossy print if it is appropriate.
    h. Take it in personally. Editors will not bite. Most releases will not be allowed more than one page. Better: Several short releases (200-250 words).
5. A sample news release follows. There are many specific items of interest about a local chapter that can be included in an article about student participation in the State Leadership Conference. Most chapters will want to get at least one article in the paper before the conference and one after the conference, especially in cases where the chapter has received special honors.

D17

SAMPLE PUBLICITY RELEASE

For release:
1st Week in April

______________________________ Marketing Education Chapter

______________________________ High School

______________________________ Coordinator

PHONE ____________________________

(Number) ______________________ high school students will

represent the ____________________ on ____________________.
(hotel and city) (date)

They are ____________________________________ son/daughter of

______________________ and ______________________,

son/daughter of ____________________________________.

While attending the conference ______________________________

and ______________________ will join approximately 600 delegates from more than 200 Virginia DECA chapters in electing state officers and in planning work programs for the coming year for local chapters. Contest finalists from twenty-four Virginia Deca districts will compete for state awards and the honor of represent Virginia in the National DECA Career Development Conference to be held in

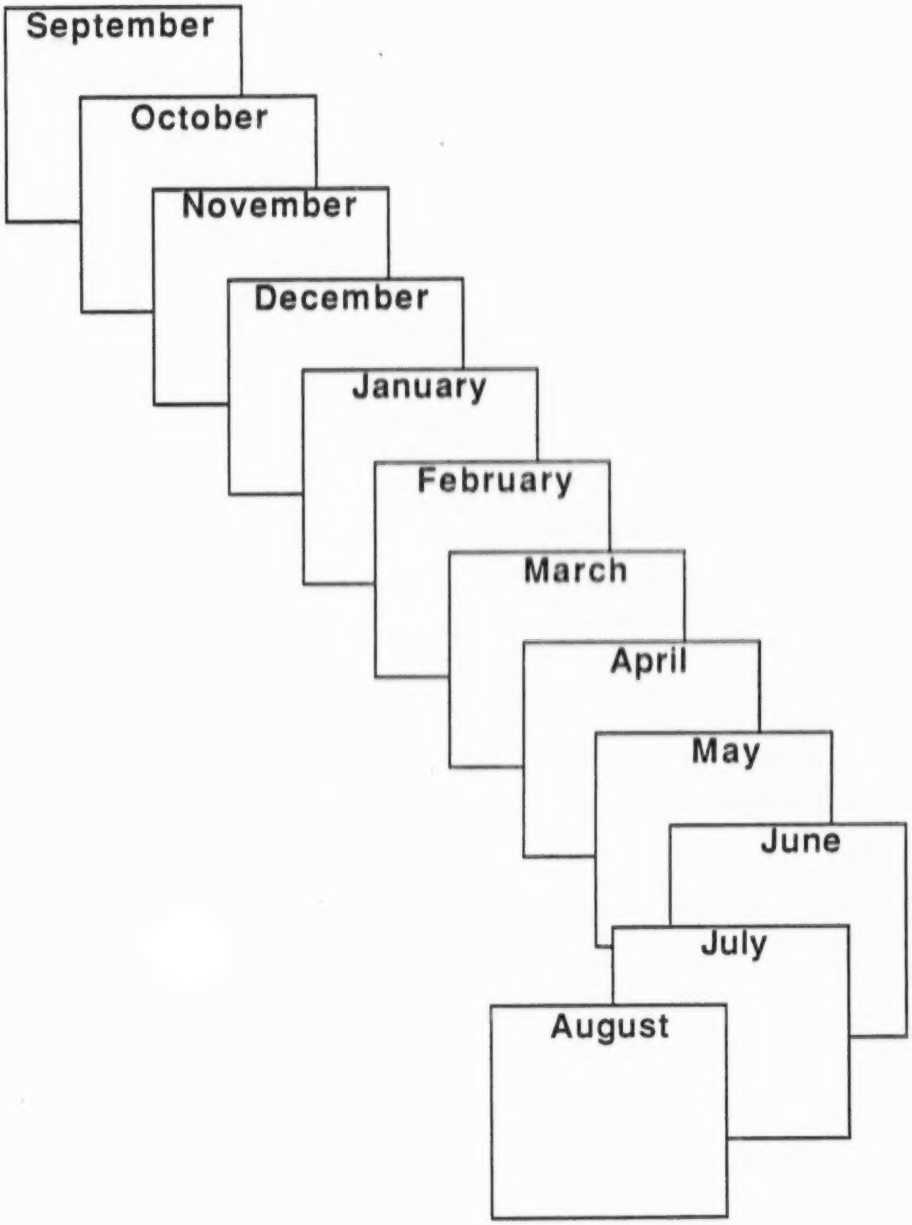
____.
(city and state)

* * * * * * * *

Add information about delegate's position in chapter and training station.

Add information about contest winners at district contest meetings.

DECA
YEARLY CALENDAR
OF EVENTS


September
October
November
December
January
February
March
April
May
June
July
August

SEPTEMBER

STD.	SHARES	ACTIVITY	CHECK OFF
3	25	CHAPTER MTG. (Orientation)-1	
-	-	OFFICER ELECTIONS	
-	-	COLLECT FEES	
-	-	PLAN FUND-RAISING	
5	-	PLAN DIAMOND PROJ. 1	
-	-	FUND RAISING	

TOTAL = 25 YOUR TOTAL = ___

OCTOBER

STD.	SHARES	ACTIVITY	CHECK OFF
1	50	INSTALLATION/INITIATION	
4	20	PUBLIC INFO-1-NEWSPAPER	
5	25	CONDUCT DIAMOND PROJ. 1	
9	50	OFFICER TRAINING CONF.	
5	-	PLAN DIAMOND PROJ. 2	
3	25	CHAPTER MEETING (PROFESSIONAL)-2	
-	-	APPOINT COMMITTEES	

TOTAL = 170 YOUR TOTAL = ___

NOVEMBER

STD.	SHARES	ACTIVITY	CHECK OFF
5	25	CONDUCT DIAMOND PROJ. 2	
6A	-	PLAN RESEARCH/FREE ENT.	
10	25	FALL EVENT	
3	25	CHAPTER MEETING (PROFESSIONAL)-3	
4	20	PUBLIC INFO.-2-NEWSPAPER	
4	20	PUBLIC APPEARANCE-1	

TOTAL = 115 YOUR TOTAL =

DECEMBER

STD.	SHARES	ACTIVITY	CHECK OFF
8	20	RECREATIONAL ACTIVITY*	
6A	-	CONDUCT RESEARCH/FREE ENT.	
6B, C	15,15	CLASSES WRITE CAREER/SALES MANUALS	
4	20	PUBLIC INFO.-3-NEWSPAPER	
5	25	CONDUCT DIAMOND PROJ. 3	

TOTAL = 95 YOUR TOTAL =

*BETTER SUITED FOR APRIL IF POSSIBLE

JANUARY

STD.	SHARES	ACTIVITY	CHECK OFF
11	-	IDENTIFY DLC PARTICIPANTS	
2	100	CONDUCT RECRUITMENT ACTIVITY	
5	25	CONDUCT DIAMOND PROJ. 4	
3	25	CHAPTER MEETING-4	
6A	50	WRITE RESEARCH/FREE ENT.	
4	20	PUBLIC INFO.-4-NEWSPAPER	
5	-	PLAN DIAMOND PROJ-4	
TOTAL =	220	YOUR TOTAL =	

FEBRUARY

STD.	SHARES	ACTIVITY	CHECK OFF
11	160	DLC-COMPETITIVE EVENTS	
4	40	PUBLIC INFO. (TV OR RADIO)*	
-	-	IDENTIFY STATE OFFICER CANDIDATES	
		AND CHAPTER SLC DELEGATE(S)	
		MAIL SLC ENTRY FORMS	
4	20	PUBLIC APPEARANCE-2	
		MAIL MANUALS	
TOTAL =	220	YOUR TOTAL =	

*MAY BE REPLACED BY TWO ADDITIONAL NEWSPAPER ARTICLES

MARCH

STD.	SHARES	ACTIVITY	CHECK OFF
12	5	ATTEND SLC	
		MAIL CDC FORMS	

TOTAL = 5 YOUR TOTAL = ____

APRIL

STD.	SHARES	ACTIVITY	CHECK OFF
7	-	PLAN EMPLOYEE APPRECIATION	
		FUNCTION	
-	-	EVALUATE ACTIVITIES	
		BEGIN PLANNING FOR FOLLOWING YEAR	

TOTAL = 0 YOUR TOTAL = ____

MAY

STD.	SHARES	ACTIVITY	CHECK OFF
-	-	FUND-RAISING (IF NEEDED)	
7	150	CONDUCT EMPLOYER APPRECIATION	
		FUNCTION	
4	-	PUBLIC INFO. FOR NEXT YEAR	

TOTAL = 150 YOUR TOTAL =

JUNE

STD.	SHARES	ACTIVITY	CHECK OFF
		END OF YEAR SOCIAL ACTIVITY,	
		ELECTIONS, PLANNING, AND	
		EVALUATION	

TOTAL = 0 YOUR TOTAL =

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